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7 June 1984

# USSR Report

CONSUMER GOODS AND DOMESTIC TRADE



FOREIGN BROADCAST INFORMATION SERVICE

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7 June 1984

## USSR REPORT

### CONSUMER GOODS AND DOMESTIC TRADE

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

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RSFSR MINISTER OF MEAT, DAIRY INDUSTRY ON DAIRY TRENDS

Moscow MOLOCHNAYA PROMYSHLENNOST' in Russian No 2, Feb 84 pp 8-10

[Abridgment of report presented by Vasiliy Semenovich Konarygin, RSFSR Ministry of the Meat and Dairy Industry, at All-Union Conference of Dairy Industry Workers: "We Have the Reserves and We Must Put Them to Use"]

[Text] During the years of Soviet rule, cheese making has grown into a large branch of the dairy industry in the Russian Federation. Its development was particularly impressive after the March (1965) CPSU Central Committee Plenum. Between 1965 and 1980 cheese production capacities more than doubled. During these years, 70 cheese factories were built.

The technical equipment of enterprises was improved substantially, and temperature-controlled ripening chambers, polymer film and perforated molds began to be used on a broad scale.

The assortment of rennet cheeses was revised for the more effective use of cheese, and more cheese with a lower fat content was produced. Cream cheese and soft cheeses now account for around 11 percent of the total output. The production of processed cheeses with fillers and a 20-percent fat content has been expanded, and new types of processed cheeses have been developed with the use of pumpkin juice, soy protein, beets, cucumbers, apple syrup and other additives.

The 1983 plan will be overfulfilled, but the cheese output for the first 3 years of the current 5-year period is not equivalent to the quantity envisaged in the five-year plan for this period.

It would be wrong to blame all of this on a shortage of raw material. Many enterprises perform badly when milk is in short supply and when there is a surplus of milk. They include enterprises of the Altay, Orel, Perm, Pskov, Kurgan and Chuvash dairy industry associations and others.

There are various reasons for this: There are serious defects in the design of some plants, others were built badly or were never completed, still others do not have enough specialists and workers, and there are enterprises which have transferred to whole-milk production for a number of reasons. There are many shortcomings in supplies of raw materials, vehicles and fuel. The degree

to which existing capacities are used depends totally on the level of organizational work in the ministry, the RSFSR Main Administration for the Dairy Industry and their local agencies and on the level of discipline and order.

The Russian Federation has been assigned a substantial role in the production of a million tons of cheese ahead of schedule: It will account for a good half of the total.

What must we do? Above all, we must make full use of existing capacities and put new ones in operation on schedule.

After inspecting the work of 29 cheese factories built in accordance with standard plans after 1965 and not utilizing their capacities in full, the ministry planned a group of measures to increase the cheese output at cheese enterprises by 3,000 tons a year. Assignments for each have been set for 1984 and 1985. Their fulfillment will necessitate the replacement of worn equipment, the provision of enterprises with motor vehicles and the resolution of problems in the construction of housing, child-care establishments and other facilities.

The relative output of cream cheese and blended cheeses should be increased to at least 12-13 percent of the total output, and the geographic boundaries of their production and sale should extend beyond the Northern Caucasus. Of course, their quality will have to be improved and technology will have to be perfected with the aid of scientists.

New capacities and good raw materials are sometimes used for the production of cheese as processing raw material. This is wasteful. As a rule, it would be best to organize the production of these cheeses at enterprises operating seasonally in the whole-milk zone. As for the production and storage of fat-free cheese for use in the fall and winter, in our republic we generally use seasonally operating shops and vacant refrigerators in meat combines for this purpose. We will continue to do this in the future.

One of the most important objectives is the use of all capital investments allocated for the construction and remodeling of enterprises in the current five-year plan. This will depend on the importance attached to this objective on the local level. The work to be fulfilled during the rest of this period far exceeds the work volume of the first 3 years of the 11th Five-Year Plan. In 1984-1985, 22 plants are to be remodeled and retooled on credit from Gosbank. Another 11 enterprises are already being enlarged.

Considering the seasonal nature of the production of rennet cheeses (more than 66 percent of the annual output is produced between May and September) and the shortage of ripening capacities, the ministry is considering the construction of inter-rayon cheese warehouses. This is one of the main conditions for a rapid and substantial increase in the cheese output. Lightweight construction materials will have to be used in these buildings, particularly in remote regions.

Cheese is delivered to regions in the East and North from the Bashkir ASSR, Altay Kray and Novosibirsk Oblast, and it is on the road for 30-40 days. There are no rayons with a high density of dairy farms in the eastern oblasts and the location of large cheese factories there would not be advisable, but small enterprises must be built, particularly in Amur Oblast and Maritime Kray, although this will cost 2 or 3 times as much.

Cheese making is a special, highly complex branch of the dairy industry, and the approach to its development must also be special. In particular, enterprises must be built as part of the same construction project as housing, as everything necessary for the maintenance of vehicles, etc.

To date, the housing and other socioconsumer facilities for new enterprises have taken years to build, equipment has grown old, and we have not obtained the results we anticipated.

By using our potential and solving urgent problems in sectorial development, the workers of the Russian Federation's dairy industry will make a fitting contribution to the fulfillment of cheese assignments in the Food Program.

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### MEAT, DAIRY INDUSTRY DEPUTY MINISTER ON FOOD PROCESSING TRENDS

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 10 Apr 84 p 2

[Article by V.Demin, first deputy minister of the meat and dairy industry of the USSR, under the rubric "A Course Toward Waste-Free Technology": "Reserves in the Dairy Shop"]

[Text] The effort to further increase the output of meat and dairy products is assigned an important role in the implementation of the Food Program. And this is understandable. They occupy an extremely important place in the people's diet.

The meat and dairy industry today is a highly industrialized branch of the agro-industrial complex, which includes around 5,500 enterprises. It accounts for almost 43 percent of commercial food production in the nation. The diet of the Soviet people and consequently, their health, depend greatly upon how the branch performs.

"Intensification, the accelerated adoption of scientific and technological achievements in production and the implementation of large-scale and comprehensive programs," state decisions coming out of the February 1984 Plenum of the CPSU Central Committee, "all of this must ultimately raise our society's productive forces to a qualitatively new level." For our industry intensification involves primarily the improved, more thorough and complete utilization of raw materials.

Our industry was not developed with adequate intensity in the '60s and '70s. The growth was ordinarily in capacities for processing livestock, poultry and milk into the so-called basic products: meat, sausages, canned goods, butter, cheese and whole-milk products. Few capacities were created for making products out of the secondary components of the raw materials--edible animal blood, meat offal, whey, buttermilk and skim milk.

In accordance with the principles set forth at the 26th CPSU Congress, plans were made for implementing large-scale organizational and technical measures during the period 1981-1985 and extending to 1990, making it possible to place the industry onto the path of intensive development.

The year 1983 was an important one for us with respect to implementing these plans. Progress was made in the meat and dairy industry, as it was in the national economy in general. Output grew by 2.6 billion rubles compared with 1982. The output of all products increased, including meat, butter, semiprocessed meat products, whole-milk products, cheese and dried skim milk, including whole-milk



substitutes for feeding the young animals. The lag permitted to develop during the first 2 years of the five-year period was made up to a significant degree.

A great deal remains to be done, however. I shall discuss just one problem--the thorough and complete utilization of incoming raw materials for processing. The task is one of producing from each ton of raw materials, more food, medicine and feed....

The technology for processing the livestock and meat is now being improved, and natural losses are being cut in the refrigerated processing and storage of meat. Animal and vegetable protein is being used to enrich food products. An additional 635 million rubles worth of meat products was produced in 1983 as a result. There was an increase in the output of dairy products balanced with respect to fat and protein, based on the recommendations of nutritionists, as well as enriched fruit-and-berry syrups and vitamins.

The Kharkov Meat Combine was among the best collectives. Output per ton of livestock processed was increased by almost 50 rubles there in 1983. The specialists and workers attempted to employ progressive technological processes for removing the entire hides of hogs (at the present time we are not removing the entire hide but are cutting out the crop for no-waste use in the leather industry). We are also removing more fat from the bones and increasing sales of chilled, instead of frozen, meat. This is making it possible to avoid the losses which occur in refrigerated processing.

The collective at the Donetsk Meat Combine was among the winners of the competition. It exceeded the average branch output per unit of raw materials by more than 1.5-fold. Workers and specialists of the Tashkent Order of Friendship of Peoples Meat Industry Production Association have also accumulated some good experience. The Novocherkassk City Dairy in Rostov Oblast can be named among the best enterprises in the dairy industry. It has adopted a totally waste-free technology. Whey, buttermilk and skim milk are processed into food products and beverages enriched with fruit-and-berry juices.

We could cite many such examples. It is still too soon, however, to say that we have learned how to thoroughly and completely process all raw materials from animal husbandry. An interesting comparison can be made of these indicators for the performance of enterprises in various Union republics. In the RSFSR 1,637 rubles worth of products is obtained per ton of livestock, 1,318 in Belorussia, and only 1,200 rubles worth in Kazakhstan. In the RSFSR 252 rubles worth of products is obtained from 1 ton of milk, 241 in Latvia, only 209 in the Ukraine and 202 rubles worth in Belorussia.

We can see that there are reserves, considerable reserves. The Union republic ministries, especially those of the Ukraine, Belorussia and Kazakhstan, must make a greater effort to adopt modern technology for the production of meat and dairy products, and disseminate the experience of the outstanding collectives more extensively.

Each year 12 million tons of whey is derived from the production of cheese and curds. It contains 24,000 tons of fat, 96,000 tons of protein and around 600,000

tons of lactose. Some of the whey is sent to the baking industry, some used as whole-milk substitutes for feeding young livestock. In the future, however, it should be used mainly for food production. We must adopt membranous technology--ultrafiltration, electrodialysis and reverse osmosis--for this purpose.

The use of membranous technology for food production is a new and complex process. We must develop a second generation of membranes and the production equipment for a unified line. Prototypic membranes and production lines have already been developed by organizations of the Ministry of the Chemical Industry and Ministry of Machine Building for Light and Food Industry and Household Appliances. The new items are already being adopted in production. This work must be stepped up considerably. It is important for us to begin the series-production and adoption of the new equipment this year.

We also need to increase the production of whole-milk substitutes. Last year 310,000 tons was produced. This made it possible to free 2.4 million tons of milk for sale to the population. The gain, as we can see, is a very large one. The Union ministry is now assigning the republic ministries and enterprises the task of increasing the output of whole-milk substitutes to 430,000 tons. This will primarily require making better use of existing capacities, including, among other things, increasing the shift-use factor. Let us take a look at the performance of some collectives from this standpoint.

The Blagoveshchenskiy Whole-Milk Substitute Plant in Altay Kray and the Nikolayev Cheese Plant in Volgograd Oblast exceeded their state assignments. The Kirovograd plant produced only 460, instead of 740, tons of the valuable product. Why did this happen? Simply because the plant worked only 216 shifts during the year. How could it have coped with the program? The enterprise was built 5 years ago, but it has achieved only 43 percent of its rated capacity. The plant still has a shortage of water.

The Vedeylevka Powered Skim-Milk Plant in Belgorod Oblast is in approximately the same situation.

Enterprise collectives, party and trade union organizations and republic ministries still have a lot to do with respect to developing the production of whole-milk substitutes. This will make it possible to provide the Soviet people with many thousands of tons of additional milk and dairy products.

Socialist competition has been launched in enterprise collectives in the branch to fulfill the 1984 plan ahead of schedule and to exceed the established assignment for growth of labor productivity by 1 percent and the assignment for reducing production costs by 0.5 percent.

It was stated at the All-Union Economic Conference on Problems of the Agroindustrial Complex that a great deal of attention needs to be given today to the development of the processing industry, storage facilities and the product transportation system. The workers of our branch are fully aware of their responsibility for the proper and careful use of that which is produced on the livestock farms. They will try to provide the Soviet people with the largest possible quantity of varied and nutritional products.

## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### UKSSR LOCAL INDUSTRY MINISTER ON USE OF LOCAL RESOURCES

Moscow KOMMERCHESKIY VESTNIK in Russian No 4, Feb 84 pp 26-27

[Article by Yu. Gayevskiy, minister, the UkSSR Ministry of Local Industry: "Practical Issues--Greater Use of Resources"]

[Text] Over 390 enterprises are part of the system of the Ukraine's Ministry of Local Industry. Their annual consumer goods production volume is worth over 2 billion rubles. The range of goods includes 37,000 types of products for improving living conditions and household items.

Collectives of those enterprises use their modern production and research base to conduct successful efforts aimed at introducing local resources into production. The net production volume based on those types of raw material equals already 10.4 percent of the total production. Yuriy Fedorovich Gayevskiy, minister of local industry speaks about problems concerning utilization of raw material reserves to increase consumer goods production volume.

The UkSSR ministry of local industry, in cooperation with the republic's Gosplan and Gossnab, examined questions concerning efficient use of raw materials by local industry enterprises that were raised during the "round table" discussion titled "Mestnyye resursy--v delo!" [Let Us Make Use of Local Resources] conducted by journal KOMMERCHESKIY VESTNIK (No. 22, 1982). It was stated that the article addressed current problems, whose solution will enable us to use material and energy resources more efficiently and increase consumer goods production.

It is sometime said that goods manufactured from basic production waste cannot be of high quality. But why, for example, use a beam several meters long to make a cutting board or a rolling pin and sheet metal to produce a toy scoop or kitchen utensils that can be made from waste? Reclaimed polymers can be used for producing high quality articles, spare parts, and packing materials. The same goes for used paper, glass, and textiles. All these materials are valuable raw materials. Their wider use will enable our society to save millions of hectares of forests and much oil, gas, metal, and electric energy.



We have given special attention to consumer goods production based on local raw materials and waste and to improvement of their quality. During the 10th Five Year Plan Ukraine's enterprises used those raw materials to produce almost 1,200 million rubles worth of goods including 800 million rubles worth of goods produced by the ministry's system. In our branch such production has increased with accelerated speed by 35.5 percent as compared with 25.1 percent of the general production volume achieved during the 10th Five-Year-Plan. In addition, during the period of 3 years since the beginning of the 11th Five-Year-Plan its net value has increased from 9.7 percent in 1980 to 10.4 in 1983.

A total of 46 enterprises based in the republic's 15 oblasts produce goods using plant raw materials, such as vine, reed, mace, bread grain straw, corn ear leaves, and bast. Over 50 types of goods are produced using those materials. The goods include wicker furniture, baskets, lamp shades, souvenirs, paint brushes, mats, brooms, and handbags. Our specialists give much attention to developing this type of production. Currently, for example, the production based on the use of vine increased by one third as compared with 1980.

A total of 85 enterprises process mineral raw materials. As a rule, those are diversified enterprises. They use such materials as clay, sand, limestone, chalk, and ochre. Clay is the raw material used most often. It is used in production of such items as majolica and pottery. The industry's main capacity is concentrated at specialized Ukrkhudozhprom [Ukrainian Art Industry Association's] Vasil'kovskiy and Beregovskiy Majolica Plants, Uzhgorod's Khudozhprom Plant, Oposhno's Khudozhnik Keramik Plant, and Kosov's Gutsul'shehina Association.

There is much demand for these goods both in the country and abroad. They are exported to 20 countries. This causes an even more intensive use of mineral raw materials. During the last 3 years the production volume of all types of ceramic products increased 20 percent.

Waste from materials used for the basic production has an important place in the raw material balance. Every year about 95,000 tons of rolled stock of ferrous and 3,400 tons of nonferrous metals, 3,000 tons of polymers, and 350 tons of waste generated by textile, sewing, and leather industries as well as many others types of secondary resources are used in production of almost 1,500 types of goods.

We plan to increase production based on local resources and waste by at least 1.5 times by the end of the five-year-plan. In order to achieve such indicators, a comprehensive program for developing and introducing new technological processes and equipment was developed. Its implementation will ensure increased production of new types of consumer goods and higher quality of those goods.

In accordance with our plans industrial associations in oblasts and cities developed organizational and technological procedures for further capacity development, introduction of new technological processes and automated

equipment and an increase in the number of local raw material bases by introducing new types of local raw materials and waste to production and expanding cottage industry. Those plans were approved by the ministry and oblispolkoms and are constantly monitored by local people's deputy councils.

In carrying out plans an important role is played by dissemination of best accomplishments. Thus, the ministry and the republic's branch trade union committee conduct contests for the oblast's best management and enterprise that achieved significant increases in volume and range of goods whose production is based on local resources. The initiative of collectives of Zhitomir toy and souvenir plant and Radomyshl' kapron product plant to increase production based on these types of raw materials by at least doubling the present volume was approved by the ministry. They already has some success: in Zhitomir, Radomyshl' and several other enterprises indicators are already between 1.3 and 1.5 times higher.

Oblast people's deputy councils in Kirovograd, Ivano-Frankovsk, Nikolayev, Odessa, and Simferopol contributed to the successful fulfillment of targets by convincing agricultural organizations to grow sorghum for local industrial enterprises. We believe that this experience should be made widely known. Such a system will allow for a more efficient use of land, labor resources, agricultural technology, and fertilizers and rapid development of production.

Of course, there are some difficulties as well. For example, widespread introduction of technologies which generate little or no waste, conducted by enterprises in several branches, is a positive development. However, this also means that less waste from plants managed either by the Union or jointly by the Union and the republic is available for use by local industries. But reserves can be found if initiative is shown.

Currently work concerning the use of waste that has not been yet utilized has been conducted with greater intensity. The UkSSR Gosnab and the ministry have jointly conducted training concerning the use of secondary raw materials in accordance with an especially designed program at plants managed by the Union and located in Dniepropetrovskaya, Donetskaya, and Khar'kovskaya oblasts and in Kiyev. Such work is also conducted in the republic's other rayons as well. Plans are being developed to create at enterprises which generate waste areas where their waste can be stored, sorted, and prepared for transfer to local industry. This would concern all enterprises, regardless of under whose management they are.

We are also faced with the task of preserving our food resources. This is why our ministry's branch institute of design and technology and experts based in enterprises conduct important research aimed at replacing vegetable oil with crude oil waste or byproducts generated by crude oil-chemical, chemical and wood chemical industries when producing varnish and paint. As a result of using this technology several enterprises were able to save 12,000 tons of valuable vegetable oil during the last 3 years. It seems, however, that this is only the first step.

More effective measures need to be introduced in order to decrease the use of food raw materials in technology. This is why the Lisichan Crude Oil Processing Plant plans to introduce an installation with the capacity of 13,000 tons for production of Piroplast-2 resin. This was done especially for the USSR ministry of local industry enterprises, and already compounds are being developed for varnish and paint production using this preparation. This means that soon we will be able to save thousands of tons of food needed to satisfy consumer demand.

Much still needs to be done. However, as I noted above, as a result of measures that have been taken so far, the ministry was able to carry out targets established for the first 3 years of the five-year-plan according to basic indicators and ensure the production development based on the use of local raw materials and waste ahead of the schedule.

However, reserves of raw material resources are still far from being fully utilized. This was emphasized, and rightly so, by all participants in the "round table" discussion, who pointed out that several problems need to be solved without delay in order to increase the use of such resources in consumer good production. For example, resin polymer and many other goods produced using plastic, that have fallen out of use, are still being processed in very limited quality. This is because markings needed to define the material for production are often lacking, so in practice those materials cannot be used. We believe that the problem of including requirements concerning markings on polymer products and specifying types of raw materials used in producing those goods in GOSTs [General State Standards] should be solved soon.

A. Mutalibov, chairman, the Azerbaijan Council of Ministers and other comrades whose statements were printed on pages of KOMMERCHESKIY VESTNIK suggested that another urgent problem awaits a solution. What is the reason for the enterprise's collective being awarded material incentives only when no less than 50 percent of secondary raw materials were used in production?

As a result of this approach goods are often not produced when the indicator is lower than required, the consumer market loses many valuable goods, and valuable resources die out. It is obvious that incentives should be offered for lower percentages as well. There is no harm in that, only advantages.

The system of collecting secondary resources and preparing them for production and planning how to procure and use waste needs to be further improved. Gosnab bodies have much to accomplish in this respect. As for our ministry, we are currently carrying out a comprehensive program involving measures aimed at introducing to plants production lines and automated systems, as well as devices and instruments for procurement of secondary resources and their use in producing consumer goods.

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RELATIONSHIP BETWEEN CONSUMER COOPERATIVES, APO'S EXAMINED

Moscow EKONOMIKA SEL'SKOGO KHOZYAYSTVA in Russian No 3, Mar 84 pp 62-69

[Article by M. Trunov, chairman of the board of Tsentrosoyuz: "The Consumer Cooperatives and the Agroindustrial Association: Guidelines for Cooperation"]

[Text] The consumer cooperative, a large public economic organization, is closely bound to contemporary rural life and is an important link of the national agroindustrial complex. It performs a variety of functions. It participates in all stages of the reproduction of the final product of this complex, but it plays its most significant role in the sphere of exchange.

The consumer cooperative supplies many of the workers employed in the agroindustrial complex and living in rural areas and small towns with consumer goods. For example, almost one-fourth of the total final product of the agroindustrial complex is sold through the cooperative trade and public catering network. It also plays an important role in sales of agricultural products. Consumer cooperative organizations purchase half of all the commercial product of the personal subsidiary farms of citizens and 10 percent of the product of kolkhozes. The consumer cooperative accounts for over 60 percent of the wool purchased in the country, around half of the potatoes, almost 70 percent of the melons, wild fruit and berries, one-third of the vegetables, raw hides and furs and around 85 percent of the skins and pelts.

The consumer cooperative manufactures a wide assortment of consumer goods out of agricultural raw materials at its own industrial enterprises and it raises livestock and poultry on its own subsidiary farms. More than 6 percent of the final product of the agroindustrial complex is produced in the cooperative network's procurement, public catering, food and light industry branches.

At the beginning of 1983 the network had around 370,000 retail trade enterprises, almost 100,000 cafeterias, restaurants and cafes, 22,000 enterprises for the manufacture of consumer goods, half of which were bakeries, both large and small, 25,000 procurement acceptance centers, enough refrigeration and storage facilities for the simultaneous storage of 2.7 million tons of products, 8,200 livestock fattening centers and 174 fur farms. There is a broad network of these enterprises in virtually all of the rural administrative-territorial regions. Given the huge size of our country, its variety of natural and climatic conditions, the isolated nature of rural populated



points, the large number of small settlements and problems in transportation services, the concentration of this kind of comprehensive activity within the boundaries of a specific region and the emphasis on a certain degree of self-sufficiency benefit the entire national economy.

Any field of cooperative activity--whether trade or public catering, procurements and industrial production or subsidiary farming, construction or transportation--has some degree of influence on the final results of the work of the agroindustrial complex. This influence could be more productive if the material-technical base of the cooperative farm could be reinforced considerably, the level of trade and procurement services could be raised and interrelations with partners in the agroindustrial complex could be improved.

The multisectorial nature of the activities of the consumer cooperative is the reason for its close ties with kolkhozes, sovkhozes, the organizations serving agriculture, and the population. Now that agroindustrial associations are being established everywhere, these traditional ties are changing and are taking on new features.

Interrelations between partners in the agroindustrial complex, particularly in the rayon link, should be studied and summarized more thoroughly to determine the legal basis and optimal varieties of their economic-organizational relations and their prospects for integration. We already know enough, however, to discuss certain specific guidelines for cooperation by consumer cooperative organizations with agroindustrial associations. They stem from the objectives set for the consumer cooperative network by the 26th CPSU Congress and the May (1982) party central committee plenum, which approved the USSR Food Program.

The consumer cooperative is expected to take an active part in the improvement of the social and consumer conditions of rural life, promote private subsidiary farming by the population, mobilize local food resources to the maximum, expand the trade in contracted agricultural products in cities and improve the use, storage and processing of the products of fields and gardens.

Let us take a look at problems in the development of trade, as the main form of activity by consumer cooperatives in rural areas. The rise in the monetary income of the population should be accompanied by better conditions for the use of this income--in other words, the fuller satisfaction of consumer demand and the minimization of shopping time. Trade will be able to perform its functions in the development of the socialist way of life most effectively when this level of public service is reached. The reproduction of manpower in the agroindustrial complex and the implementation of the socialist principle of distribution according to labor depend largely on the development level of trade. By improving rural living and working conditions and conserving their work and leisure time, the consumer cooperative can raise the level of labor productivity and encourage workers to stay in rural areas.

The main task the cooperatives are performing in accordance with the requirements of the national Food Program consists in the creation of an effective system of trade services to equalize social and consumer conditions for urban

and rural workers. The trade area and number of seats in public catering enterprises for rural inhabitants has doubled over the last 3 five-year plans. The demand for many consumer goods began to be satisfied more fully. There has been dynamic development in the retail trade network, where total turnover exceeded 86 billion rubles in 1983.

But people in rural areas still make special shopping trips to the city because the goods they need are either never sold or are sold only sporadically in stores in their own service zone. Studies conducted by the Moscow Cooperative Institute reveal a direct connection between the level of employment of kolkhoz members and sovkhos workers in social production with supply indicators in the trade network. For example, on kolkhozes and sovkhoses where there are 7-8 trade workers per 1,000 inhabitants, the average annual work output of the adult population in social production is 9-10 days higher than on farms with 3-4 sales people. This calls for, on the one hand, the more intensive development of the material and technical base and the expansion of trade delivery services and, on the other, the improvement of commercial work and the merchandising system.

Historical conditions in some parts of the country, particularly in the Northwestern, Central and Volga-Vyatsk economic regions of the RSFSR, the Baltic Republics and Belorussia, have been such that the majority of rural populated points have remained small. Their inhabitants experience the greatest shopping difficulties because most of them do not have any permanent stores. To a considerable extent, this is due to the earlier practice of categorizing some small populated points as nonviable entities, precluding the construction of sociocultural facilities, including a trade network.

Now that large-scale measures have been undertaken for the social reorganization of rural areas and the revival of many deserted rural communities, the attitude toward this matter is changing radically. Long-range plans are now being drawn up for the development of a trade network, with an emphasis on the establishment of a new trade network directly in rural communities and not only in rayon centers. New norms have been set for the planning of the trade network, the most suitable standard plans have been selected and the series-production of small prefabricated stores expressly for small rural communities and villages will be organized at cooperative enterprises. In addition to this new construction, delivery and catalogue trade will be developed more intensively, in-home shopping is being organized, the network of self-service stalls is being expanded on sites of agricultural work and other forms of service are being introduced.

Cooperative organizations have received considerable assistance from the managers of public farms in their effort to raise the level of trade services for the public. For example, kolkhozes and sovkhoses perform various services, both paid and free, for consumer cooperatives. In some rayons and oblasts they are allocating motor vehicles for the delivery of goods and the transport of procured goods and buildings for trade enterprises, are building stores for sale or lease to cooperative organizations, are paying part of the cost of their maintenance, are aiding in personnel placement and are allocating housing for sales persons and applications to kindergartens and Pioneer camps.

Now this kind of cooperation is acquiring a fundamentally new basis and is being accomplished through RAPO [rayon agroindustrial association] councils. After all, the RAPO councils have been authorized to plan capital investments for specific kolkhozes and sovkhozes, distribute vehicles and funds for local construction materials and set fees and rates for various services. They also serve as general contractors of construction organizations of the Ministry of Rural Construction, with which cooperative organizations previously had to establish direct contractual relations.

To augment the role of consumer cooperatives in the social reorganization of rural areas, cooperative organizations should take part in the discussion of five-year and annual plans for the economic and social development of the APO [agroindustrial association] and in decisionmaking by the APO members on capital investments in the social infrastructure, should coordinate with APO members long-range plans for the distribution of cooperative trade and public catering enterprises in the rayon, should determine the sequence of construction projects and, when necessary, should solicit their help in the selection of contractors and the allocation of funds for local construction materials.

Consumer cooperative organizations can pool their resources with the resources of the APO or its members (kolkhozes, sovkhozes and others) on the basis of interfarm cooperation for the joint construction and operation of cultural-consumer and economic facilities: residential buildings, Pioneer camps, vacation homes, sports facilities and others. For this purpose, they have the right to use part of their deposits in the fund for sociocultural measures and housing construction and, by a decision of a meeting of the members, contributions from shareholders.

Relations between cooperative organizations and APO's also take in such matters as the coordination of the business hours of cooperative trade and public catering enterprises and the departure times of mobile stores delivering goods to small populated points and, in areas of agricultural production, to animal husbandry farms and to field camps; the use of vehicles of association members for this purpose; the procedure of rewarding outstanding agricultural workers by offering them the first chance to purchase goods in high demand, etc.

Cooperative organizations are expected to give kolkhozes, sovkhozes and other APO members various kinds of assistance, in addition to trade services, in the development of product supplies for public catering, the organization of specialist training and advance training for workers in this sphere, the acquisition of production and teaching literature and the acquisition of equipment, various types of implements, furniture and musical instruments for clubs, cultural centers, kindergartens and nurseries.

A second and equally important area of participation by consumer cooperatives in the implementation of the Food Program is connected with the augmentation of commercial resources. In conjunction with union republic unions of consumer societies, Tsentrosoyuz drew up a comprehensive special program for the augmentation of trade resources during the period up to 1990. During the current five-year plan food resources in excess of market stocks should be



worth 57 billion rubles, or 1.3 times as much as in the 10th Five-Year Plan; in the 12th the figure will be 67.9 million rubles, or 1.2 times as high as in the 11th.

Purchases of agricultural surplus at contracted prices from the private subsidiary farms of citizens and from kolkhozes account for a large share of decentralized food supplies. In comparison to other procurement organizations, the consumer cooperative interacts more closely with the private subsidiary farming sector. Its very nature creates the prerequisites for strong and lasting ties. First of all, there is the specific nature of its activity: After all, the consumer cooperative serves primarily the rural population, which has traditionally been connected with the subsidiary farming sector. Secondly, the owners of these private farms are usually members of the consumer cooperative; in other words, the people for whom the cooperative organizations were created.

The special role of the consumer cooperative also stems from its performance of a dual function. As a trade organization, it supplies the rural population with consumer goods, construction materials and all that is needed for the maintenance of private farms and livestock. As a procurement organization, it aids in the sale of surplus products. The right of the consumer cooperative to purchase agricultural products at contracted prices is of economic benefit to its partners in cooperation and creates broader possibilities for the sale of products, which indisputably promotes the development of private subsidiary farming.

To give the population a chance to sell products with minimal time expenditures, cooperative organizations strive to purchase them directly on the kolkhoz. They travel the circuit and make rounds for this purpose. Besides this, the network of procurement acceptance centers is growing. The number of year-round centers has doubled since the beginning of this five-year plan. Seasonal centers and cooperative stores and public catering enterprises also accept products from the population. To give citizens a greater financial incentive to work with the cooperatives, special incentive funds have been established and active sellers are given a chance to buy scarce goods. The government allocates concentrated feeds to consumer cooperatives on a centralized basis for sale to persons who sign contracts with cooperative organizations on the sale of animal husbandry products.

In 1983, 10.3 million contracts were concluded on the sale of agricultural products. In other words, contracts were concluded with almost one out of every two private subsidiary farms with commercial products. These contracts spare the population the trouble of selling their products and allow procurement offices to conduct their work according to plan, determining product volume, assortment and delivery dates in advance and make timely preparations for the acceptance of products.

As a result of the efforts and substantial assistance of local party and Soviet organs, kolkhozes and sovkhozes, consumer cooperatives are procuring more agricultural products from the population. Assignments for procurements of meat, meat products, milk, dairy products, potatoes, vegetables and honey

were fulfilled during the first 3 years of the five-year plan. In 1983 more than 4 million tons of potatoes, 1.7 million tons of vegetables, around 800,000 tons of fruit, over 1.1 million tons of meat products (slaughtered weight), 2.1 billion eggs and many other products were procured from the population.

There is still great potential for larger volumes of agricultural procurements, however, particularly in remote regions. The inadequate network of acceptance centers, the shortage of transport vehicles (especially specialized motor vehicles) and the unsatisfactory state of the roads in some locations are still affecting this work.

As we know, animal husbandry products in the private sector are now being purchased by cooperative organizations and by kolkhozes and sovkhoses, which then include them in their state plan fulfillment quantities. Under these conditions, procurement volumes must be coordinated during planning and procurement zones must be distributed. The failure to do this leads to violations of the established procedure of product purchases from private subsidiary farms, particularly meat products, by local agencies in some republics, krais and oblasts. In some parts of the Kazakh SSR, for example, consumer cooperative organizations are not allowed to procure livestock and meat products from the population until oblasts (or rayons) have fulfilled the state procurement plan, or the livestock acquired by the procurement agents of cooperative organizations is written off. Sometimes the scarce goods allocated to consumer cooperative organizations for sale to sellers of agricultural products are transferred by a decision of a rural soviet ispolkom to stocks for the simulation of agricultural procurements for state plan fulfillment. In the Belorussian SSR, the Uzbek SSR, the Georgian SSR, the Moldavian SSR and the Armenian SSR, concentrated feed allocated to consumer cooperative organizations to compensate citizens for purchases of meat products is used for other purposes.

These incidents of flagrantly arbitrary management seem harmful because they give rise to the unnecessary separation of interests, inhibit the development of private subsidiary farming and cause interruptions in deliveries of meat purchased at contracted prices to cities and worker settlements. Wherever all of the partners in the agroindustrial complex cooperate closely in a businesslike manner, plans are fulfilled successfully by agricultural enterprises and by consumer cooperatives.

This kind of cooperation is also needed in the offer of broader assistance to the population in the production of animal husbandry products and farm produce. A sociological survey of 5,000 owners of private plots, conducted in all union republics (with the exception of the Lithuanian SSR) by the Tsentosoyuz All-Union Scientific Research Institute of the Economics of Cooperative Trade in 1983, prove that the main factors impeding the growth of the herd of private cattle in a number of union republics were the shortage of feed, grazing lands, hayfields and young livestock and difficulties in the maintenance of private plots.

The variety of farm produce raised by the population on private plots does not satisfy market demands in full and has not changed appreciably for a number of years. In particular, there is an acute shortage of stone fruit, some of the more scarce vegetables, salad greens and berries. Apple procurements are often complicated by the fact that most of the harvest consists of summer apples which cannot be stored for long periods or transported over long distances. Fruit trees are not treated sufficiently with chemicals, and this produces large quantities of substandard products.

We feel it is our duty to give the population more energetic assistance in the acquisition of high-quality seeds and saplings and improve the trade in mineral fertilizers and toxic chemicals. People are still having difficulty acquiring them and are refusing to use mineral fertilizers and toxic chemicals because they do not know enough about them.

Consumer cooperatives also purchase goods from kolkhozes and sovkhoses to meet state plan assignments and buy their surplus products at contracted prices. Cooperative organizations base their relations with public farms on contracts, and in this way state policy is implemented in the procurement sphere. In these contracts, the consumer cooperative represents the state as its purchasing agent and simultaneously serves the interests of consumers. This is the reason for its close interaction with the rayon agroindustrial association, particularly its interest in participating in the planning of sales of agricultural products to the state, procurements and the acceptance of products directly on the farm; in distributing farms among cooperative organizations; in proposing and substantiating additions to long-range plans for the specialization and distribution of agricultural production units; in planning and carrying out measures to increase agricultural output and enhance the quality of procured products.

The consumer cooperative is the main supplier of products to unionwide stocks and special consumers. During the first 3 years of the current five-year plan, 5.2 million tons of potatoes, fruits and vegetables over and above the plan, with a value of 1.037 million rubles, were sent to Moscow, Leningrad, union republics, cities and industrial centers. The year of 1983 came to a successful end: Kolkhozes and sovkhoses as a whole fulfilled their commitments and sold potatoes and vegetables in excess of the plan.

Although the general procurement indicators are not bad, there are still some serious shortcomings. Above all, state procurement discipline is too low in many unions of consumer societies. The failure of many kolkhozes and sovkhoses to abide by contracts has already become the norm. This is the reason for the failure to fulfill tomato and cucumber procurement plans for several years and for the extremely limited procurement volumes of scarce vegetables, salad greens and melons. This leads to shortages and irregularities in trade and affects the satisfaction of public demand.

Contractual terms pertaining to the quality of procured products are also being violated. The lack of quality control means that many of the products from kolkhozes and sovkhoses are of poor quality, are substandard, are riddled with pests and disease and are not sorted or packed. These products

spoil when they are shipped over long distances and are substandard when they reach the consumer. Consumer cooperatives pay a high moral and financial price for this.

The continued growth of agricultural production and more active work by agroindustrial associations will necessitate fundamental changes in the attitude of the boards of unions of consumer cooperatives toward procurement. This will entail closer interaction with other partners in the agroindustrial complex and cooperation transcending contractual bound. The struggle to enhance the yield and quality of agricultural products can be successful only as a result of joint purposeful work with farms in the introduction of high-yield strains of potatoes, fruits and vegetables, the latest agricultural techniques and progressive storage methods.

Unions of consumer cooperatives must take the initiative in raising and answering such vitally important questions as those connected with changes in the structure of orchards, the cultivation of high-value and high-yield strains of apples, pears, peaches, apricots, plums and the cultivation of berries on larger areas. It would be possible to considerably enlarge the planting areas and increase the output and procurements of the best strains of potatoes, late strains of cabbage, pickled cucumbers, tomatoes and salad greens. Contracts should reflect orders for a broad variety of fruits and vegetables. Strict control must be established over the observance of contracts.

The decree of the CPSU Central Committee and USSR Council of Ministers "On the Improvement of Planning and Economic Incentives for the Production and Procurement of Agricultural Products" (1980) sets the task of organizing the acceptance of products directly on the production site and the transport of these products in the vehicles of procurement organizations. Cooperative organizations accepted over 20 percent of all procured potatoes and around 15 percent of the vegetables on the production site. By the end of the 12th Five-Year Plan, all products are to be accepted directly on kolkhozes and sovkhoses. We feel that we can contribute to the attainment of this objective by working in close contact with APO's and with their active assistance, toward the construction or establishment of acceptance centers on kolkhozes and sovkhoses and the re-equipping of existing ones. Now the majority do not have space for the sorting and packing of produce or paved access roads and have a poor supply of materials handling equipment and scales. The resolution of all these problems will allow for the most successful fulfillment of party and governmental requirements, the procurement of high-quality products, their better storage and their timely delivery to consumers.

Agroindustrial associations can also offer invaluable assistance to procurement organizations in the creation of permanent produce gardening brigades, the reinforcement of the agronomical service and plant protection service, on the basis of which the proper planting and care of crops, the struggle against pests and the attainment of large harvests can be guaranteed, the packaging of products and their delivery to the sales network. This is an extremely important way of improving the work, but it has not been used sufficiently to date.



It will be exceptionally important to prepare the material and technical base by the start of the procurement season--acceptance centers, storage facilities and processing enterprises. In addition, packaging materials will have to be delivered to farms and to the centers. After all, there are still frequent cases in which cooperative procurement organizations cannot accept vegetables, fruit, potatoes and other products because they lack the necessary crates, barrels and sacks. This has happened in several oblasts of the Russian Federation, the Ukraine and other republics. The APO's should be informed of forthcoming preparations for the procurement season and should assist in their supervision.

The consumer cooperative plays an important role in the development of the processing of agricultural products. With its broad network of processing enterprises, it can minimize the distance between production and processing locations and secure the unimpeded acceptance of all products. This will require the balanced development of the material and technical base of cooperative production by means of the enlargement of capacities and the fuller use of these capacities.

The sales volume of manufactured goods totaled 7.3 billion rubles in 1983 (in enterprise wholesale prices). It is indicative that more than 50 percent of the sausage, canned meat, soft drinks and canned fruit and vegetables sold in the cooperative trade network are produced by the industrial enterprises of consumer cooperatives.

The raw material zones of fruit and vegetables are assigned to specific processing enterprises in each oblast, kray and union republic, but there are frequent changes in the list of enterprises, and this precludes the purposeful enlargement of production capacities and the relocation of capacities closer to production sites.

Although plans for the development of processing enterprises are drawn up by superior organizations (in accordance with the sectorial principle of management), it would now be impossible to avoid coordinating them with APO administrative bodies. Above all, this is necessary because the members of agroindustrial associations include processing enterprises of several ministries and departments, which often produce the same items and use the same raw materials. For this reason, regional production capacities and raw material resources must be balanced in rayons and oblasts. Plans for the development of production capacities can be based only on a single design for the layout of processing enterprises in an oblast or rayon.

To avoid the duplication of new processing capacities, the development of the material and technical base must be coordinated in each rayon. In some cases it is more economical to lease vacant or underloaded storage and refrigeration facilities and processing centers from one another or to establish enterprises like these for joint use.

Cooperative organizations are now widely engaged in the fattening of livestock and poultry on their own private agricultural enterprises. They produce 214,000 tons of meat in 1981-1983. The success of this activity depends

largely on the state of economic relations with kolkhozes, sovkhoses and other organizations and enterprises allocating land, selling young stock, supplying agricultural machines and equipment and organizing veterinary services. Now these matters should be settled with the aid of the rayon APO council.

These are the main areas of cooperation by cooperative organizations with APO's. Of course, they do not cover the entire range of economic practices. Cooperative organizations have much broader contact with their partners in the agroindustrial complex, and several matters are settled without the aid of the rayon APO council. Nevertheless, the main thing is that the consumer cooperative's activity at present is determined to a considerable extent by the economic, technological and organizational conditions of APO operations. The Tsentrosoyuz Board has instructed all organizations under its jurisdiction to promote the development of APO's to the maximum, because participation in them heightens economic initiative and the economic impact of the activity of organizations and enterprises connected with agricultural production, including cooperative ones.

In rayon APO operations, one of the criteria used in evaluating the performance of organizations serving agriculture is their influence on the final results of the work of kolkhozes and sovkhoses. Whereas enterprises and organizations engaged in mechanization, construction, reclamation and chemicalization have a tangible relationship with agriculture, the influence of consumer cooperative organizations on agricultural production growth is sometimes difficult to discern. But regardless of whether or not the cooperative organizations are part of the rayon APO, their activities are secondary to the objective of augmenting the effectiveness of all agricultural production and raising the public standard of living. The establishment of a material and technical base for cooperative trade, public catering, procurements and processing and the construction of housing and other socioconsumer and cultural facilities essentially represents a contribution to the development of the social and production infrastructure of the agroindustrial complex. Between 1981 and 1983, for example, a sum exceeding 3 billion rubles was allocated for the construction of production facilities.

The majority of rayon, oblast, kray and republic (or ASSR) cooperative organizations are now members of APO's, and their administrators are members of association councils. In a number of oblasts and republics, rayon APO councils discussed the activities of consumer cooperatives at their meeting in 1983. For example, in the Bashkir ASSR, Voronezh, Tambov, Rostov and Saratov Oblasts, Stavropol and Krasnodar Krays, the Ukraine and Estonia, rayon APO councils are giving consumer cooperatives practical assistance by allocating public farm vehicles for the transport of agricultural products; are coordinating efforts to improve the quality of agricultural products and the skills of workers engaged in their sale and to develop the private subsidiary farming sector; are supervising the proper observance of contracts and transactions between consumer cooperative organizations and kolkhozes and sovkhoses. The improvement of trade services, the distribution of procurement zones, the development of the material and technical base of the cooperative network and other tasks are being performed jointly.

The growing volumes of agricultural production and procurements and the need to reduce losses, preserve the quality of products and mobilize food resources will require closer interaction by consumer cooperatives with their partners in the agroindustrial complex on all levels. Above all, this applies to national economic matters. The Ministry of the Fruit and Vegetable Industry, Ministry of Agriculture and Tsentrosoyuz must work together on the planning and implementation of measures to introduce high-yield strains of potatoes, fruits and vegetables, which must have the best commercial qualities and must be able to withstand shipping and long periods of storage, into the public and private farming sectors.

The development of procurements of produce and its addition to the union supply will depend largely on the state of railway transport. The speed of delivery guaranteed by transport organizations has not changed since 1968 and is 13-15 kilometers per hour in railway cars and 20-27 kilometers per hour in refrigerator sections and trains. Even this speed, however, is not always observed by railways. The shortage of transport vehicles and their low traveling speed also lead in some cases to the deterioration of the quality of 50 percent (or even more) of the products shipped to industrial centers.

The transport of potatoes, fruit and vegetables in containers has not been accomplished. Up to 70 percent of the potatoes are shipped in bulk, which results in a high percentage of spoilage, particularly during long trips. The lack of responsibility of transport organizations for the preservation of freight also has an impact on losses.

Many products are shipped over long distances for no good reason. For example, potatoes are shipped to the Kazakh and Kirghiz SSR's, late cabbage, cucumbers and onions are shipped to Belorussia and onions are shipped to the Baltic republics, although these republics can satisfy public demand with their own products. In recent years the output of onions has decreased in a number of RSFS oblasts, such as Ryazan, Yaroslavl and Gorkiy Oblasts--the main suppliers of onions to Moscow, Leningrad and other industrial centers. Cooperative organizations must ship onions in from the Central Asian republics, and this leads to substantial product losses and extra transport costs.

One effective way of preserving the harvest, particularly potatoes, fruits and vegetables that are unsuitable for transport and for consumption when they are fresh would consist in the processing of more products in the locations of their production or procurement. The Tsentrosoyuz Board instructed cooperative organizations to develop the network of small processing shops for the purpose of the more complete use of agricultural resources and the relocation of processing enterprises closer to production sites. These shops will produce carbonated juices, fruit and berry purees, dried fruit and salted and fermented products. However, comprehensive technological flowlines are not being produced for small processing enterprises, the output of tunnel dryers for juicy fruit is growing too slowly, and not enough equipment is being produced for the quick-freezing of produce and its sterilization. The preservation of products and their timely delivery to consumers will depend directly on the resolution of these problems.



In light of the decisions of the December (1983) CPSU Central Committee Plenum and the latest session of the USSR Supreme Soviet, workers in the consumer cooperative network must make an even greater effort to implement the party's plans, improve trade services, satisfy public demand more fully and expand the service sphere.

As speakers noted at the Plenum, now that public purchasing power is increasing and supplies of various goods are sufficient, demands on the assortment and quality of goods are rising dramatically. Industry is taking too long, however, to organize the production of the latest consumer goods. Some of the reasons for the incomplete satisfaction of public demand and the surplus of unmarketable goods are errors in trade orders, a lenient attitude toward product quality and the inadequate control over the observance of contracts. The elimination of these shortcomings and the saturation of the market with high-quality manufactured goods are the immediate objectives of consumer cooperatives. The enhancement of the Soviet people's well-being will depend largely on their attainment.

This is the year for reports and elections in the consumer cooperative network. The responsibilities of party organizations in connection with the coming campaign were discussed in October 1983 by the CPSU Central Committee Politburo. For the workers of our network, this fact is of exceptional significance, far transcending the routine, purely organizational aspects of the report and election campaign, because it gives us new and conclusive proof of the great importance the party and its central committee have attached to the development of the consumer cooperative network and corroborates its increasingly important role in the current stage of our society's development.

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### MEASURES TO IMPROVE QUALITY, VARIETY, OF CHILDRENS' WEAR

Moscow IZVESTIYA in Russian 22 Jan 84 p 2

[Article: "The USSR State Committee for Prices on the Newspaper Article 'How Our Children Are Dressed'"]

[Text] A discussion with the director of the firm "Detskiy mir," L.N. Chalov, was published in Izvestiya (No. 341/342) under the heading "How Our Children are Dressed." The discussion was about the variety and quantity of children's goods and how it is still not easy to dress a child handsomely and properly for a moderate price.

The editorial staff received many responses to this article. Today we are publishing a letter from the chairman of the USSR State Committee on Prices N.T. Glushkov, who brings fundamentally important information to the problem of the production and sale of children's things. Here is the letter.

"The USSR State Committee on Prices examined the matters raised in the article 'How Our Children are Dressed' in the newspaper Izvestiya, and reports that some shortages connected with the production of children's articles are accurately noted in the article.

In our country the policy of low retail prices for children's wear is systematically followed. At the same time it is important to ensure that low prices do not make the production of such items unprofitable for the enterprises.

Special economic measures have been put into practice by the government to ensure this:

the supply of additional discounts on cloth and fabrics used in the manufacture of children's wear;

a guarantee of profitability for the production of children's wear even if the wholesale prices for them are higher than the retail prices. In particular, a subsidy has been established for the majority of children's knitted-wear, footwear, and other items.

USSR Goskomtsen (USSR State Committee on Prices) is giving a great deal of attention to the problems of stimulating the production of various items of

the children's assortment. Since the introduction of new wholesale prices 1 February 1982, the production of children's wear has been profitable in all conventionally-run enterprises.

According to the USSR Central Statistical Administration data, the profitability of the production of children's ready-made wear is 15.3 percent, and for children's footwear, it is 13 percent of the prime cost, which is higher than the average profitability for light industry enterprises as a whole.

In connection with questions raised about the unwarranted replacement of an assortment of manufactured items and the removal of cheap, high-quality items from production, the USSR Goskomtsen reports that the price system provides the possibility for production of a diverse assortment of items. In the new wholesale prices, introduced as of 1 February 1982, profit is included based on norms determined with reference to the prime cost less the material expenses, and does not depend on the cost of the processed materials.

The manufacture of children's wear should be accomplished in accordance with operating procedures through the orders of a trade organization. And without consent from businesses the enterprises do not have the right to stop production of goods, which are in popular demand."

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

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### DAIRY INDUSTRY SHORTCOMINGS EXAMINED

Moscow MOLOCHNAYA PROMYSHLENNOST' in Russian No 2, Feb 84 pp 1-6

[Report presented by S. F. Antonov at All-Union Conference of Dairy Industry Workers: "A Million Tons of Cheese Must Be Produced Ahead of Schedule"]

[Text] The USSR Food Program adopted by the May (1982) CPSU Central Committee Plenum envisages the quickest possible resolution of problems in the constant provision of the population with all types of food with a view to the dietary preferences of different nationalities and to the requirements of the science of nutrition.

This problem is being solved under new conditions of management in the country's agroindustrial complex. The work of this complex in 1983 was distinguished by the perceptible augmentation of efforts by party, Soviet and economic organs, trade-union and other organizations and, in the final analysis, all workers of the agroindustrial complex to carry out the USSR Food Program.

Enterprises of the meat and dairy industry received around 1.2 million tons more livestock than in 1982 and over 5 million tons more milk. This made it possible to considerably augment the output of the main products: meat, butter, whole-milk products, cheese and semicooked meats. The industry as a whole overfulfilled many sections of the state plan; in particular, it produced more than 130,000 extra tons of butter and around 30,000 extra tons of cheese.

The positive results of this work in 1983 indicate that the decisions of the May, November (1982) and June (1983) CPSU Central Committee Plenums had a favorable effect on the development of agriculture, the meat and dairy industry and other processing branches of the food industry. Coordinated and energetic work is being organized in each link of the agroindustrial complex.

But we cannot and should not be satisfied with these results. In some parts of the country the population's food supply, particularly in the case of meat, butter, cheese and other dairy products, is still less than satisfactory.

It has been reported that a shortage of raw materials stemming from a number of objective factors caused the meat and dairy industry to lag seriously

behind 11th Five-Year-Plan assignments in 1981-1982, including the cheese assignment. To a considerable extent, the lag was also a result of the failure of managers of many enterprises of this industry to reorganize production for intensive development in accordance with party and governmental demands, their tendency to permit the incomplete processing of raw materials, resulting in the waste and loss of large quantities of food, their inefficient use of secondary raw materials, production capacities and labor, material and financial resources, their liberal treatment of violators of labor discipline, their unquestioning acceptance of serious shortcomings in milk procurements, etc. Resolute action must be taken to eliminate these shortcomings.

The main thing now is to make up for the previous lag as quickly as possible in 1984-1985 under the new favorable conditions of work in the agroindustrial complex, to meet five-year plan assignments in full in the production of cheese by the end of 1984 and to improve the population's supply of meat and dairy products throughout the country.

The USSR Food Program stipulates that the cheese output should reach 1 million tons by 1990. After supporting the initiative of collectives of the leading associations and enterprises of the dairy industry and thoroughly analyzing existing reserves and favorable prospects for the augmentation of milk production and procurements, the ministry board acknowledged the possibility of increasing the cheese output to 1 million tons in 1989, or 1 year ahead of schedule.

This will be a great contribution to the fulfillment of the Food Program and will allow for the fullest satisfaction of the public demand for cheese, a highly nutritious protein product of mass consumption. The cheese output in 1940 was 45,600 tons, but in 1983 the figure was 740,000 tons. The demand for cheese, however, is still not being satisfied in full. Dairy industry workers must do everything within their power to completely satisfy the public demand for cheese, in terms of quality and assortment as well as quantity, as soon as possible.

Fulfilling the Food Program assignment for cheese a year ahead of schedule is a complete realistic objective, particularly in view of the great concern the party and government have displayed for the development of cheese making. We were inspired by the statement by Comrade Yu. V. Andropov, general secretary of the CPSU Central Committee and chairman of the USSR Supreme Soviet Presidium, that "there must be no delays in the fulfillment of the Food Program. Workers in the agroindustrial complex must make a greater effort each day so that the colossal investment in this field will start producing results today and will produce even greater ones tomorrow." This statement is of fundamental importance to all of us.

In this context, we should recall that the development of cheese making as an important condition for the enhancement of the Soviet people's well-being was stipulated in the corresponding decrees of the USSR Council of Ministers in 1965 and 1974.



Favorable conditions for the attainment of this objective have also been created by the development of production equipment and the accumulation of experience in augmenting the cheese output.

More than 230 cheese factories have been built or remodeled in recent years. Now 768 enterprises are making cheese. Their total yield of conventional cheeses has reached 1,000 tons per shift, while the yield of processed cheese is 500 tons.

After the March (1965) CPSU Central Committee Plenum the cheese output increased 2.5-fold--from 296,000 tons in 1965 to 740,000 tons in 1983, including a 3.4-fold increase in rennet cheeses. During the next 6 years the cheese output is supposed to be augmented by 260,000 tons (26 percent of the total assignment), with an annual growth rate of around 4.4 percent for an absolute increase of 44,000 tons each year.

Calculations indicate that the more efficient (or complete) use of existing capacities could result in an output of at least 800,000 tons of cheese a year.

Although the national average is 437 shifts a year, many cheese factories are constantly working 500-600 shifts, including the ones in Maslyanino (Novosibirsk Oblast)--Comrade Gladkikh, director; Boguchar (Voronezh Oblast)--Comrade Velichenko, director; Gadyach (Poltava Oblast)--Comrade Chirka, director; Shchuchin (Grodno Oblast)--Comrade Arkhipovich, director; Rokishkis (Lithuanian SSR)--Comrade Trumpa, director, and many others.

The experience of these leading enterprises, however, is not being disseminated well. Some factories have been unable to produce their projected yield for many years. For example, only 20-30 percent of the capacities of the Kamenskiy Cheese Factory in Altay Kray (Comrade Parshin, director), which began operating more than 7 years ago, are being used. Unsatisfactory work is characteristic of cheese factories in Alatyr in the Chuvash ASSR (Comrade Borisov, association general director), Staritsa in Kalinin Oblast (Comrade Belavin, chief engineer), Zarinsk in Altay Kray (Comrade Bolotov, director), Dubno in Rovno Oblast (Comrade Overchenko, association general director), Atbasar in Tselinograd Oblast (Comrade Gaiakhov, association general director), Slutsk in the Belorussian SSR (Comrade Kachur, director) and others.

In recent years there has been an unacceptable reduction of the cheese output of such large production associations as the Krasnodar (Comrade Bondarenko, general director), Kalinin (Comrade Lebedev, general director), Kostroma (Comrade Barchuk, general director), Smolensk (Comrade Varenik, general director), Pskov (Comrade Moslyakov, general director) and several others.

One important way of increasing the cheese output will consist in the dissemination of positive experience in the organization of cheese ripening in refrigerated facilities and butter and cheese warehouses. In 1982, for example, when the industry's average circulation indicator for cheese warehouses was 1.7, the Shauliyay cheese warehouse and the Saratov and Zhitomir butter and cheese warehouses circulated their stock 3 or 4 times. The

circulation indicator was quite low, however, in cheese warehouses in Yaroslavl, Rzhev, Dzhambul and other cities.

The resolution of this problem will require the accelerated augmentation of capacities by means of the construction of new plants and the enlargement, remodeling and retooling of old ones.

The ministry has set assignments for the startup of new cheese-making production capacities with a yield of 253 tons per shift in the 11th Five-Year Plan and 275 tons per shift in the 12th just on the basis of state capital investments.

In 1983, 29 cheese factories were being built, including 11 priority projects. There have been extremely long delays, however, in the construction of some. In Velikiye Luki, for example, the construction of a plant capable of producing 5 tons of cheese a shift began in 1979. The plant in Babayurt (Dagestan ASSR) was not ready for operation on the scheduled date in the third quarter of 1983, although other completion dates had been set for 1981 and 1982.

For the more successful development of cheese making, the government adopted a decision on the provision of dairy industry enterprises in the network of the USSR Ministry of the Meat and Dairy Industry with USSR Gosbank credit in 1982-1985 for the augmentation of the cheese output by means of the retooling, remodeling and enlargement of cheese factories and shops over and above state capital investment ceilings, with the credit to be repaid within 6 years after the issuance of the first loan. Draft annual plans envisage the allocation of the necessary material and technical resources for this work to the USSR Ministry of the Meat and Dairy Industry. It would be difficult to overestimate the significance of this decision, and it is the duty of the heads of union republic ministries and associations to make maximum use of these new opportunities to strengthen and expand the technical-production base of cheese making.

To date, however, USSR Gosbank loans for the remodeling and enlargement of enterprises have been underwritten only by the ministries of the meat and dairy industry of the RSFSR and the Lithuanian, Uzbek and Armenian Republics, and for only 16 plants and shops. The ministries of the Ukrainian, Kazakh, Georgian, Moldavian, Latvian, Estonian and Belorussian Republics and many production associations of the RSFSR Ministry of the Meat and Dairy Industry are lagging behind.

The fulfillment of the cheese assignment ahead of schedule will depend directly on how actively we participate in the work of organs of the agro-industrial complex to augment milk production and procurements and to improve the quality of milk.

The production of a million tons of cheese in 1989 will require up to 9 percent of total milk procurements, as compared to 7 percent in 1980. This will not have an adverse effect on the output of other dairy products.

Agroindustrial associations must assist in increasing the cheese output in fall and winter and in enlarging the raw material facilities of cheese



factories. This must be given the attention it warrants, and the proper steps must be taken more consistently and resolutely.

Within the agroindustrial complex, more attention should be paid to augmenting the output of high-quality milk with a higher protein content, suitable for cheese production. Kolkhozes and sovkhozes must be given greater assistance in organizing the refrigeration of milk on dairy farms, in training milk analysts and laboratory technicians and in increasing the output of nutritious grain mash for calves and special ferments for silage fodder.

Socialist competition and the acceptance of stepped-up commitments constitute an important factor in the attainment of these goals. For example, the collectives of the Leningrad Cheese-Making Combine in Krasnodar Kray (Comrade Malyarenko, director), Ipatovo Butter and Cheese Combine in Stavropol Kray (Comrade Kovalenko, director) and enterprises of the Semipalatinsk Production Association (Comrade Adil'bekov, general director) have pledged to produce the quantity of cheese specified for 1990 ahead of schedule--in 1989.

Cheese-making foremen, who number around 3,000, including 500 classified specialists, can and should play an important role in the early fulfillment of the assignment. They include Heroes of Socialist Labor, Comrades Kamenskaya (Poshekhonskiy Butter and Cheese Plant), Perepechayenko (Pokrov Cheese Factory), Borodin (Rebrikhinskiy Butter and Cheese Plant) and Avakyan (Sarnakunskiy Cheese Factory), Holder of the USSR State Prize, Comrade Kachesov, senior foreman at the Bystryanskiy Butter and Cheese Plant, and many, many others.

Some of the important ways of increasing the cheese output and augmenting labor productivity consist in the improvement of engineering services and the continued dissemination and improvement of the brigade form of labor organization and incentives.

The ministry board and the central committee of the trade union of food industry workers will give maximum support and encouragement to all dairy industry workers who use socialist competition each year as a basis for the augmentation of cheese production, the early fulfillment of assignments concerning the production of high-quality cheese and the constant augmentation of labor productivity.

As we know, the ministry is issuing special medals "For Outstanding Skill in Cheese Making" and "For the Development of Cheese Making," and the government has established a system of financial incentives to reward foremen for quality.

A larger output of cream cheese and blended cheeses, which do not require special ripening chambers, could represent a great contribution to the fulfillment of Food Program assignments. They require 25-30 percent less milk than hard cheeses. In 1982 the output of these cheeses totaled only 68,000 tons, or 14 percent of the total output of rennet cheeses, while in the United States and France they accounted for 40 percent of the total output.

Special attention should be given to the development of the production of processed cheeses with various ingredients and of Suluguni, Adygey, Bardinsk and other national cheeses.

Adygey cheese, for example, requires 30 percent less milk than hard cheeses, with a profit margin of around 50 percent. Its production can be organized at dairy industry enterprises of various types, including municipal dairies. This cheese is now being produced in Moscow as well. The ministry board commended the initiative of the Novocherkassk municipal dairy in organizing the production of Adygey cheese and recommended that its experience be disseminated widely.

One important condition for the continued growth of the cheese output is scientific and technical progress.

Studies conducted by the Uglich Scientific Production Association in the intensification of technological processes revealed the possibility of reducing the ripening periods of hard cheeses, including the reduction of the period for Soviet cheeses from 120 days to 90, and of Dutch cheeses from 75 days to 60, with the maintenance of their quality in accordance with existing standards. As a result of a higher rate of turnover in ripening chambers, capacities for the production of these cheeses can be augmented by 25 percent and 20 percent respectively, resulting in more than 10,000 additional tons a year.

New bacterial ferments and concentrates are being used widely, and so are the special assemblies for the more efficient pressing and molding of cheeses, perforated cheese molds, container curing and polymer film ripening.

Sectorial science must concentrate on the mechanization and automation of cheese making, the development of continuous flowlines, the reduction of manual labor, the use of biological factors for the intensification of production and the improvement of product quality and the use of membranous equipment and technology for the ultrafiltration of milk and whey. To date, scientists and designers have not contributed enough in this area. Mechanization and automation are being introduced too slowly, and cheese making still entails a great deal of heavy manual labor.

Scientific and design organizations must concentrate on the particular problems whose resolution can be of great importance to cheese making. Furthermore, they must focus on specific results and work according to a precise schedule. Efficiency experts and inventors must be encouraged to participate more in this work, and cooperation with other socialist countries within the CEMA framework should be intensified.

During the current five-year plan the Ministry of Machine Building for Light and Food Industry and Household Appliances is supposed to master the production of several new types of technological equipment needed for cheese making. To date, however, there has been a serious lag in machine building for this industry. This has delayed the conversion of production to primarily

waste-free technology with the effective use of whey and the introduction of modern technological processes--ultrafiltration, reverse osmosis and electrodialysis, for the more complete extraction of pure protein and lactose.

Whey is an extremely valuable product. There is a party and governmental decree dealing specifically with the better use of whey and the reduction of the fat content of milk and buttermilk. In 1983, 5.6 million tons of whey, or 47.5 percent of total whey resources, were turned over for industrial processing. In 1965 the indicator was only 78,000 tons, or 2.2 percent. In 1982 enterprises of the baked goods industry were supplied with 1.7 million tons of whey, which represented a savings of 68,000 tons of flour.

But whey is still sometimes dumped in the sewer. This kind of waste is absolutely unacceptable under present conditions.

The use of waste-free technology in cheese production must be governed by the following basic guidelines:

A maximum increase in the output of milk sugar, including refined lactose, for use primarily in the production of baby foods and in the medical industry;

A maximum increase in the output of whey concentrates (dried and condensed whey, including whey combined with skim milk) for subsequent use in the baked goods and confectionery industry and in the production of processed cheese and other products;

The mastery of the mass industrial production of serum protein for the enrichment of baby foods and dietetic foods.

One of the urgent tasks facing cheese makers is the improvement of product quality. In 1985 the output of assorted rennet cheeses of the highest quality category must be equivalent to at least 75 percent of their total output, and the figure in 1990 will be 80 percent. Many enterprises have already achieved good results in this field. They include cheese factories in the Armenian, Georgian, Moldavian, Lithuanian, Latvian and Estonian Republics, Krasnodar and Stavropol Krays, Volgograd Oblast and some other oblasts in the RSFSR.

A number of enterprises, however, are still not taking enough responsibility for the organization of procurements of high-quality milk for cheese making and the observance of technological discipline and sanitary-hygienic regulations. Inspections revealed some failures to observe standards regarding the fat, moisture and salt contents of some types of cheeses, deviations from standard sizes and shapes and violations of technological regulations in extraction, pressing, salting and ripening processes. Some enterprises have not established strict control over the quality of milk and ferment and pasteurization temperatures and do not standardize the protein and fat contents of milk.

The time has come to introduce order into the assortment of rennet cheeses. In all, more than 100 types are produced, and 25 types represent 92 percent of the total output. Many cheeses (more than 50 types) are produced in small quantities and do not have distinctive features. The ministry has recommended that priority be given to traditional (or classic) types of rennet cheeses of high nutritional value and superior taste. These include for example, such hard cheeses as Soviet, Swiss, Emmentaler brick, Dutch round and brick, Ukrainian, Steppe, Kostroma, Yaroslavl, Bukovina, Cheddar and others.

In 1981 an all-union applied science conference was held in Barnaul to commemorate the 50th anniversary of Soviet cheese. It was attended by First Secretary N. F. Aksenov of the Altay CPSU Kraykom. The conference recommended the increased production of this kind of cheese. We are pleased to report that enterprises of the Kirgiz SSR responded to this suggestion by mastering the production of this splendid product.

The early fulfillment of the Food Program for cheese production will require a greater effort to develop cheese making, the improvement of all organizational work, stronger production discipline and heightened responsibility for the implementation of decisions and the fulfillment of socialist commitments. We must use all of our potential to attain this objective--an objective of sociopolitical as well as economic importance, and one directly related to the enhancement of the Soviet people's welfare.

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### SOVIET DOMESTIC TRADE TERMINOLOGY DEFINED

Moscow KOMMERCHESKIY VESTNIK in Russian No 6, Mar 84 pp 37-38

[Article: "Terminological Reference Dictionary: Organization for Research on Consumer Demand"]

[Text] CONSUMER DEMAND RESEARCH SERVICE is a specialized subdivision of trade or industry engaged in the organization of work, as well as the collection, processing and analysis of information on consumer demand by the population. Such subdivisions are created in major stores, auctions, at wholesale bases, in wholesale trade offices, in city and oblast trade administrations, in the trade ministries of the union republics, within the system of consumer cooperatives, as well as at a number of major industrial associations and enterprises producing goods for public consumption.

The consumer demand research services may be represented as departments, sectors, laboratories or groups. They resolve specific problems and fulfill the appropriate functions: organizational functions associated with the very organization of activity on researching demand within the framework of that subdivision within which they are formed, as well as in subordinate organizations; analytical-prediction functions associated with the analysis of the state of demand and trade conditions and prognosis; recommendational functions associated with the development of specific recommendations for improving trade and more complete satisfaction of demand. These services provide interested organizations with analytical and prognostic information.

Special scientific-research institutes and laboratories implement scientific-methodological management over the activity of the consumer demand research services. The chief one is the All-Union Scientific-Research Institute on the Study of Public Demand for Consumer Goods and Trade Conditions (VNIKS) of the USSR Ministry of Trade. It has branches in all the union republics. In the system of cooperative trade it is the All-Union Scientific-Research Institute on Economics of Cooperative Trade (VNIIEKT) of the USSR Tsentrosoyuz [Central Union of Consumers' Cooperatives], created on the basis of the former Central Scientific-Research Laboratory for Research on Consumer Demand (TsNILS). VNIIEKT also has branches in the union republics.

Aside from the functions associated with scientific-methodological provision and management of the activity of the consumer demand research services, these institutes work out predictions of the overall volume and structure of demand for

the future, study the peculiarities and problems of development of a market for individual commodities, participate in the development of rational consumption norms, and solve a number of other scientific problems.

The Interdepartmental Council on the Study of Public Demand for Consumer Goods under the USSR Ministry of Trade implements the coordination and overall supervision of work on consumer demand research. It examines the projects for the coordinated plans of work by scientific-research institutes and laboratories on questions of improving the organization and methods of studying consumer demand which are submitted by VNIKS, discusses the results of scientific research, disseminates foremost experience, and gives recommendations to the ministries and departments for improving their work in this direction.

The council is comprised of representatives from industrial ministries producing consumer goods, trade ministries, and scientific-research institutes.

Interdepartmental councils for study of public demand have been created in all the union republics under the ministries of trade, and in the Latvian, Belorussian, Tajik and Turkmen SSR -- under the gosplans [state planning committees].

Research on consumer demand in state trade is also conducted with the aid of a specially created network of trade correspondents.

TRADE CORRESPONDENT is a specialist who performs constant observation over the state of trade in a given region. As a rule, the network of such correspondents is created in large cities. Their tasks include the definition of factors of the presence or absence of certain goods in the retail trade network, identification of products which do not sell or which have a slow turnover, and observation of the course of commodity sales. The reports of the trade correspondents go to VNIKS, which generalizes them and compiles overviews of the state of trade for individual goods.

A specific network of special retail trade enterprises has been created within the system of cooperative trade which researches the demands of the rural population. These are base enterprises for the in-depth study of consumer demand and assortment-control stations.

ASSORTMENT-CONTROL STATIONS are special consumer cooperative stores which study the demand for individual groups of commodity items in expanded assortment, particularly the demand for footwear, tricot items, sewn and confectionary products, and certain types of goods for long-term use. The information about the public demand for these groups of goods (in assortment breakdown) is sent on a quarterly basis to the republic branches of VNIIEKT and after appropriate processing at the computer centers is directed to the republic unions of consumer cooperatives. The latter utilize this information for compiling and correcting requests and orders for goods delivery.

BASE ENTERPRISES FOR THE IN-DEPTH STUDY OF CONSUMER DEMAND are consumer cooperative stores which conduct a study of public demand according to a detailed breakdown (by sizes, heights, colors, articles, etc.) of an intra-group assortment. They keep a constant accounting of the sale of commodity items and define unmet demands.

Certain base enterprises study demand for a detailed assortment of products manufactured by local factories. The obtained information is used for effective commercial work with industry on coordinating assortment, correcting requests and orders for goods delivery, etc.

Organizational subdivisions for researching public demand for products within specific sectors have also been created within industry which manufactures consumer goods. Special subdivisions for consumer demand research created within a number of sectorial scientific-research institutes implement scientific-methodological management.

An important link in the system of consumer demand study are the company stores.

**COMPANY STORE** is a store which sells products manufactured by some production association or by an entire industrial subsector and which conducts a study and formulation of demand for these products. The study of demand for new items, its formulation, as well as the development of recommendations for increasing the assortment of manufactured products and improving their quality with consideration of consumer requirements occupy a special place in the activity of these stores.

Company stores perform systematic accounting of the sale of commodity items in a detailed assortment, conduct questionnaire surveys, and organize exhibition-sales and buyers' conferences. The generalized information is presented to the higher ranked organizations, local wholesale bases, and city (oblast, kray) trade administrations.

Progressive forms of commodity sales and service to the population are widely used here, particularly those such as home delivery, installation of large-size products for long-term use at the home of the buyer, fabric cutting, minor alterations of sewn goods, etc.

The distinguishing peculiarity of the company store is the fact that it is on full cost accounting, it has an independent balance, a credit account at the state bank, and is a legal personage.

As a rule, the company store is subordinate to the production association, enterprise, all-union or republic association in the system of the industrial ministry within which it is created.

At the present time, company stores have been created within numerous industrial ministries manufacturing consumer goods, particularly within the system of the USSR Ministry of Light Industry (stores selling clothing, footwear, fabrics, tricot goods, porcelain-china dishware), the USSR Ministry of the Meat and Dairy Industry (stores selling meat and dairy products), the USSR Ministry of the Fish Industry (stores selling fish products), the Ministry of Instrument Making, Automation Equipment and Control Systems (stores selling clocks and office equipment), and a number of other industrial ministries.

The organization of work on the study of consumer demand presupposes the implementation of a series of measures. Among these are the staging of exhibition-sales, exhibition-displays, buyers' conferences, etc.

EXHIBITION-SALE is an organizational form of studying consumer demand which presupposes the gathering of information about public demand in the process of expanded sale of goods of some single group.

Exhibition sales are often scheduled to coincide with pre-holiday trade and with the times for compiling orders by industry. They are held over a period of about two weeks and utilize various methods of studying demand (including buyer surveys) which are used to help determine the prospects for certain models, the direction in which the assortment may be improved, etc.

One of the organizational forms of studying consumer demand for new commodity items is the exhibition display. These exhibitions serve to define the attitude of the buyers toward new items and to determine the possible demand for them.

After the conclusion of exhibition sales and exhibition displays, buyers' conferences are organized. At these conferences, buyer's opinions about the assortment and quality of the goods are clarified, public requirements for the quality of commercial services and organization of store operation are defined, etc.

Buyers' conferences may also be conducted without any connection to exhibition sales, but rather independently. However, these are also held for purposes of studying public demand and defining the requirements of the buyers' toward the assortment and quality of the goods offered and their attitudes toward forms of commercial service. In this case, the buyers must be informed ahead of time about the time and place of the buyers' conference and told of its purposes and tasks.

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## HOUSING AND PERSONAL SERVICES

### LISSR TRADE MINISTER ON EFFORT TO IMPROVE CUSTOMER SERVICE

Moscow PRAVDA in Russian 17 Jan 84 p 3

[Article by P. Mitskunas, LiSSR Minister of trade: "From Minister to Salesclerk: People and Service"]

[Text] In several Lithuanian shoe-stores an experiment has taken place in the course of which wages for salesclerks were figured primarily on the basis of the number of pairs of shoes they had sold. Previously the sales force would come to life only upon receipt of expensive wares (profitable for achieving the plan); but now the price of the goods has no importance for the sales person. For under the new rules for labor valuation, it is important to sell any pair of shoes, even if it's a pair of children's slippers for one ruble.

This arrangement has pleased the customers and the workers behind the counter--their earnings have grown by 20 to 30 rubles. Experience has demonstrated that to "tie-in" earnings and bonuses of service experts solely to plan-achievement indicators of goods turnover and profit is inadvisable. Under the latter conditions, the sales people are primarily interested in selling expensive scarce products; but today, the basic criteria for judging the work of a marketing enterprise are the wide variety of goods and quality of service.

If, over an entire month, a salesclerk has not been criticized for service discourtesies and has not incurred administrative penalties for breach of labor discipline, he or she may receive a bonus supplement of up to 30 percent of base pay. In case there are justified customer complaints or statements concerning disregard of trade regulations, the guilty parties lose their bonus. Let us note this: during the short period of the experiment, in the Vilnius retail market, the number of unfavorable comments in the complaint books has already declined by one-fourth.

Some specialists insist that problems in serving customers courteously will solve themselves automatically when the stores are packed with high-quality wares. Others see an ideal solution in the salesclerk's economic self-interest. In my opinion, these factors do not exhaust the way to truth.

As is generally known, a worker in trade does not produce tangible valuables but is an indispensable middleman between consumers and industry. Hence, he must be producing some kind of value after all. We will not be in error if we call this the service standard. Trade, after all, is constant intercourse with people of various ages, educations and social positions, with diverse temperaments and habits. It is not enough for the modern salesclerk to know a specialty in the narrow sense. He must be a versatile person as to education and skills and an interested conversationalist; he must have great taste and be aware of the latest fashion trends. Consequently, in the republic culinary trade schools we are expanding instruction in courses such as psychology and foundations of ethics and esthetics. First of all, we are trying to improve the qualifications of the instructors themselves, who are experts at industrial training. For them we are organizing pedagogical readings and professional contests.

Of course a school and technikum primarily give their graduate the fundamentals of knowledge. The first independent steps are particularly important for the formation of both vocation and personality. Hence we are laying special emphasis on developing a tutorial movement: right now more than 2200 experienced store, lunch room and restaurant workers are supervising three thousand youths and girls in the Republic's Ministry of Trade system. Such well-known experts in Lithuania as store-manager A. Yasene, saleswoman A. Garmuvėnė, consolidated grocery store director D. Motėjunėnė have trained fifteen to twenty young trade specialists each.

It is clear that improvement of consumer service skills is closely allied to encouraging people's creative initiative and improving their working and living conditions. Many of our salesclerk teams work successfully according to plans of collective originality. The goal of their pledge is to provide maximum conveniences for the customer. This involves developing the best options for delivering goods to the store, detailed information on current fashion, and order in the sales area, the back rooms and in the display cases.

An important role in raising the standard of marketing is also played by our legal services. In stores, lunchrooms and restaurants, lawyers regularly conduct discussions and seminars where questions of trade regulation observance are considered and people become acquainted with the fundamentals of Soviet legislation.

We are glad that during the years of the five-year plan in Lithuania more than fifty large stores have already been built; their sales are amounts to almost 25,000 square meters. And yet we still do not have enough trading enterprises. In order to compensate for this scarcity, we are remodeling old buildings and in summer we open quite a few seasonal stands, pavilions and cafes in the cities.

Almost two-thirds of the stores operate using the self-service method. Its further spread (and consequently extended services to the population) depends on universal use of containers and on increasing the quantity of products in small packaging. Incidentally, groceries are already being

sold from containers in 330 stores of the Republic's Trade Ministry system. Consumer acceptance has been very good for another convenient selling style--order tables that we have set up directly in labor collectives.

Can a store by its own efforts affect the product selection in order to improve this selfsame service ethic? I think so. Let's just take the experience of our republic. Eighty-two percent of all basic manufactured goods and 90 percent of groceries sold annually to customers are produced in Lithuania. Under such conditions it is of course easier to establish direct ties with plants and factories and to exert influence on enlarging production of goods in big demand, on improving quality, and on ensuring regular deliveries. One of the ancient forms of ties between producers and stores is the sales exhibition; we present them jointly with the republic Ministry of Light Industry.

Friendly agreements among several parties have also proved effective. In 1982, for instance, an agreement was signed by six participating "parties:" the Vilnius Fashion House, the textile enterprises Liteksas and Drobe, the Alitussk Cotton Combine, Leliya Association of Sewing Enterprises and the Vilnius Central Department Store. The partners have a single purpose--to produce high-quality goods and deliver them to customers as fast as possible. During the past year more than forty meetings took place between representatives of trade and industry. In sum, an improved assortment of goods was received totalling approximately 25 million rubles.

Socialist competition has a marked effect on improving trade standards. We can say that the competition in Tallin turned out to be very useful; there the salesclerks from Lithuania, Latvia and Estonia shared their service secrets, their ability to select and wrap gifts colorfully, and their knowledge of trade regulations. Our young people received a good lesson at the joint televised competition on the subject "The role of your attitude" ['Sluzhba vashego nastroyeniya'] which took place in the capital of fraternal Belorussia.

Improvement in serving the public was and remains one of the main concerns of this branch's employees, from the minister to the ordinary salesclerk. The decisions of the December (1983) CPSU Central Committee Plenum require this of us. Life constantly brings up new problems, and it is a matter of honor for us to serve the people faithfully and satisfy the demands of the Soviet public better.

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## HOUSING AND PERSONAL SERVICES

### CONSUMER SERVICES IN TUSSR FAIL TO MEET GROWING DEMAND

Ashkhabad TURKMENSKAYA ISKRA in Russian 30 Mar 84 p 1

[Editorial: "Consumer Services on the Farm"]

[Text] The comforts of daily living and normalcy of domestic life of the urban or rural resident have a favorable effect on the attitude of the person and his work capacity. It is therefore no accident that the sphere of consumer services is often called the service of good humor. That is its purpose.

Much has been done in the sphere of consumer services in the republic in recent times, particularly since the publication of the decree of the CPSU Central Committee and the USSR Council of Ministers, "On the Further Development and Improvement of Consumer Services to the Population." In the past 3 years of the 11th Five-Year Period, the network of service enterprises has expanded and the volume of realization of consumer services has increased. In 1983, for example, 8.3 percent more consumer services were rendered to the population as compared with the preceding year.

The achievements in consumer services on the farm are heartening. In a single year, the volume of services has increased here by 10.2 percent. At the present time, the rural population of the republic is being rendered over 300 types of consumer services. In the 3 years of the current five-year period the network of shops and receiving points in rural areas increased by 45 units. Four consumer services houses and 22 integrated receiving points were introduced into operation through kolkhoz and solkhoz funds.

As a result of the implementation of the party's agrarian policy, the well-being of rural residents is increasing from year to year. Last year, for example, the average monthly wage of kolkhoz workers in the republic comprised 152 rubles. This is not counting the income from personal subsidiary farming. This also leads to a growth in the demand by farm workers for consumer services. The demand for such types of services as repair of television and radio equipment and complex household appliances has increased considerably on the farm.

The decree of the CPSU Residential, Municipal-Domestic and Central Committee and the USSR Council of Ministers, "On Measures for the Further Improvement of Residential, and Social-Cultural Living Conditions of the Rural Population," ratified by the May (1982) Plenum of the party Central Committee, indicates the necessity of further expanding and improving consumer services to the rural population.



It provides for an increase in the volume of construction of laundries and dry cleaning establishments, integrated enterprises for the repair of television and radio apparatus, refrigerators, washing machines and other household appliances at rayon centers, and for the construction of self-service laundries in kolkhoz and sovkhoz settlements.

The task of developing consumer service on the farm may be successfully resolved only if this matter is jointly taken up by the consumer service providers and the farm managers with the aid of party and soviet organs. The experience of the Chardzhouskiy rayon is rather instructive. Modern consumer service houses have been built in practically all the kolkhozes here. The questions of further improving service to the population are regularly reviewed here by the party organizations and Soviets of People's Deputies.

However, this is not the case everywhere. Rural consumer services in the republic require serious improvement. Rural residents are still not accorded all the services enjoyed by urban residents.

An investigation recently conducted by the TuSSR Committee for People's Control has shown that the Ashkhabad, Mary and Chardzhou Oblast consumer services administrations are not taking the necessary measures for developing and improving the quality of such services as repair, dry cleaning and dyeing of clothing. Dry cleaning services in the rayon centers of these oblasts are not being developed at all. Not a single new shop has been opened in the 3 years of the current five-year period. The Bakhardenskiy, Geok-Tepinskiy, Gyaurskiy, Kirovskiy, Kushkinskiy, Takhta-Bazarskiy, Khalachskiy, Khodzhambas-skiy and certain other rayon consumer services combines have not taken in a single dry cleaning order in the last 3 years. As concerns clothing repair, the per capita amount of such services rendered is only 7-9 kopeks. In the Gyaurskiy, Tedzhenskiy, Karakumskiy, and Sayatskiy rayon consumer service combines this service is not rendered to the population at all.

In connection with the development of personal subsidiary farms, the rural residents' demand for such services as grazing of privately owned cattle, tilling of farmstead plots, as well as repair and construction of housing and farmstead buildings is increasing. However, these needs remain essentially unsatisfied. The sphere of these services is developing at an extremely slow rate, and their quality leaves something to be desired. Rural residents often complain that the fulfillment of contracts which they have concluded with the repair and construction administrations of the TuSSR Ministry of Consumer Services is dragged out for long periods. Thus the Kerkinskiy repair and construction administration, under contract with P. Karayev, a resident of the Leninizm Kolkhoz settlement, has been building a residential house since 1980.

Rural residents also have many complaints about the work of the Rembyttekhnika republic association enterprises and the Luch television company. The rural residents have to spend much time in order to get a television set or refrigerator, a radio or a washing machine repaired.

The farm managers should have a vital interest in the development of rural service, since a well-organized sphere of services is directly reflected in

an increase in the labor productivity of field and farm workers and in their labor discipline. However, some farm managers evidently do not understand this fact. How else are we to explain the fact that a number of kolkhozes and population centers in Tashauz Oblast do not have any consumer services enterprises whatsoever? Many kolkhoz managers simply refuse to bother with the organization of integrated receiving points at the farms.

Numerous local Soviets of People's Deputies also do not really delve into this important matter and do not exhibit the necessary persistence. Yet their duty consists of constantly dealing with the problems of developing consumer services and monitoring the quality of services rendered to the population. An important responsibility of the Soviets is the organization of the introduction of new types of services and forms of consumer service.

The busy time of spring field work is now beginning on the farms. In the spring there are also many things to be done on livestock farms. The success of fulfilling the tasks on increasing the crop yield of the cotton field and developing livestock raising greatly depends on how the work of consumer enterprises will be organized during this crucial time.

There is much work to be done on the further development of rural service. It is also important for the party organs, the Soviets of People's Deputies, and the farm managers to view consumer services as a component part of the work on further improving the well-being of the Soviet people and to have a strict and uncompromising attitude toward shortcomings in consumer service to the population. The further development and increased level of culture of consumer service, including also on the farm, will facilitate the solution of economic and social problems presented by the Communist Party for the 11th Five-Year Period.

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CSO: 1827/200

## HOUSING AND PERSONAL SERVICES

### MISUSE OF TRANSPORTATION RESOURCES SLOWS SERVICES IN LISSR

Moscow PRAVDA in Russian 27 Mar 84 p 3

[Article by A. Likhtinshayn, chief of the trade administration, city of Klaypeda, Lithuanian SSR: "Without Empty Hauls: Man and the Sphere of Services"]

[Text] We often have occasion to come upon a paradoxical situation: the warehouses of wholesale bases are filled with goods, while these same goods appear only intermittently in the retail trade network. The reason for this is a shortage of transport. All too often an automobile which has worked for an hour or so returns to the garage for repair, and there is no reserve vehicle to replace it. The orders of stores and dining rooms remain unfilled.

The trade enterprises in Klaypeda were in this situation for a long period of time. More than once we wondered: isn't there an answer, can't we make better use of transport? Our studies showed that automobiles servicing trade were on the road only 20 percent of their work time. They had long idle times awaiting loading and unloading, as well as awaiting the compilation of transport documents. On the average, a four-ton van made one or two trips per shift, and transported no more than four tons.

Why do transport organizations and suppliers resign themselves to poor use of the motor vehicle in such situations? The "secret" is simple: the former receive a guaranteed hourly wage (and this means that they regularly fulfill their production plan). As for the suppliers, they receive payment for the delivery of goods in the amount of their actual expenditures. And finally, the losses from ill-managed use of vehicles are placed on the shoulders of the trade organizations.

This is why we rejected the traditional transport services of the suppliers and have taken up provision of the trade network with goods through our own efforts. The solution of the problem of improving the application of the motor pool has coincided in time with the progressive efforts directed at the industrialization of the trade process in Klaypeda, particularly with the mechanization of the goods movement system.

We are referring to accelerating the manual cargo handling and transport-warehousing operations along the entire commodity route -- from production to the trade hall. The efficient management of shipments for the sphere of services

is particularly important. After all, there is in effect here such a sensitive factor as consumer demand, which has a tendency toward sharp fluctuations depending on the weather and the population's work time and leisure schedule. We must also not forget that Klaypeda is located on the shore of the Baltic, where hundreds of thousands of people come to vacation every summer.

A transport-dispatch service was created here by a joint decision of the city soviet ispolkom and the LiSSR Ministry of Trade. This service, by contract with the suppliers and transport organizations, took on all the responsibility for delivery of goods. Previously when an on-line motor vehicle broke down, several hours were needed for the product supplier and the consignee to find out about this. Today, however, the driver of the automobile, which is equipped with radio communications, immediately informs the on-duty dispatcher about the incident, and he immediately takes measures to see that the products which have become delayed en route are transferred.

Moreover, in the past motor vehicles often made their rounds half-empty, since they delivered goods from only one supplier. Today one may often see, for example, a vehicle which is headed for a small store, but carries both food products and manufactured goods.

Quite recently each supplier sent his own vehicles to the stores with these goods. There the vehicles gathered awaiting unloading. Today the routes are planned in such a way as to eliminate lines of waiting vehicles at the trade enterprises and to exclude cross-hauls.

The widespread use of packaging equipment has played a great role in accelerating the loading of vehicles. All foodstuffs are delivered to the trade network in containers. This has made it possible to use materials handling machinery and to reduce the time expended for loading and unloading operations several times over.

The vehicles have had to be re-equipped as container trucks in order to deliver products by the progressive method. This was done by the mechanical shops of the city trade administration. They also organized the production of 10,000 containers per year. Today we have around 60,000 containers in service, which are used to transport goods from local suppliers as well as those from other cities, and also from the fields of kolkhozes and sovkhoses.

The container has made it possible for the dispatch service to organize the routing according to the so-called closed loop, in which the efficiency factor of the transport is equal almost to one, i.e., there are practically no empty runs by the vehicles. The new method of transport has turned out to be particularly effective in deliveries of milk, beer and non-alcoholic beverages. The plants, stores, and glass container receiving centers are all included in a single loop.

The dispatch service sees that the trade network is supplied with that which was ordered. Throughout the entire work day it implements control over the



fulfillment of orders, particularly for first priority products. The scope of responsibilities of this service is ever expanding. All materials handling machinery has been placed under its control: electric and auto fork lifts, cranes, and stackers. Thus, cargo handling operations are better provided at the bases, warehouses, and at the stores. While previously a vehicle transported an average of four tons of cargo per shift, today it transports up to 16 tons. Thirty container trucks are able to handle the work which formerly required 100 vehicles.

Today in Lithuania no one has any doubt that the dispatch service is actively facilitating the increased economic effectiveness of trade. However, we must also note that not all the reserves have yet been defined. There is a particular abundance of them at public catering enterprises, where heavy tonnage trucks are used for transporting products. Often only several hundred kilograms of prepared food, confectionery or culinary products are loaded onto a four-ton truck. The low-tonnage vehicles of the "YerAZ" and "Moskvich" type which are manufactured by industry have great shortcomings from the standpoint of the needs of trade.

A decree of the CPSU Central Committee and the USSR Council of Ministers regarding measures for improving the application of automobile transport was recently published. One of the prospective means of rational operation of the motor pool is dispatch control of shipments.

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## HOUSING AND PERSONAL SERVICES

### ECONOMIC EXPERIMENT IN PERSONAL SERVICES SPHERE

Moscow SOVETSKAYA ROSSIYA in Russian 5 Mar 84 p 2

[Interview with V. Vacheslav, R. Rofimovich Kopytin, candidate of economic sciences, director of RosbytNOT and Center of Scientific Labor Organization and Production Management by Ye. Khokhlov, SOVETSKAYA ROSSIYA correspondent: "Quality of Service"]

[Text] In his speech at the pre-election electors' meeting in Moscow, K.U. Chernenko, General Secretary of the CPSU Central Committee, remarked: "...with utmost urgency the Party presents the problem of perfecting the management of the economy and restructuring the economic mechanism on a broad front. The economic experiment in the personal services system will become a part of this great and important effort. It will begin on 1 July of the current year at the enterprises of eight Russian Federation administrative regions. Testing in practice is envisaged for a number of economic and organizational measures directed to improving work in the service sphere."

In their letters, our paper's readers ask us to tell about this interesting beginning in more detail. Candidate in Economics V.T. Kopytin, director of RosbytNOT, and the Center for Scientific Labor Organization and Production management, replies to the questions of the SOVETSKAYA ROSSIYA correspondent:

[Question] The economic experiment is already being carried out at the enterprises of a number of industry sectors. How will the forthcoming economic restructuring in the service sphere differ from it? The end result is of primary interest. What realistic changes for the better can we, the customers and buyers, expect?

[Answer] The situation in personal service enterprises is somewhat different from that in industry. It is distinguished specifically from the viewpoint of its end problem. Production efficiency in this case--the way to the main goal--is the more complete satisfaction of public demand for services. What is expected from the services sphere is above all the skill to respond

to popular demand, to work fast and well. But when you examine some particular collective, you find it is so harnessed to indicators that it can't take a single step independently. Let us assume that a construction and repair crew has assembled some country cabins for a gardening cooperative. But amenities and electrical lines were not counted into the service plan until this year, according to instructions. So the business had to be dropped halfway. How many customer claims arise from such stop-actions which are unfounded from their point of view!

In some cases the indicators inspire initiatives from which there is no benefit to the public. Put yourself into the position of the manager of a drycleaning enterprise. He must look after the advertising, attracting customers with new kinds of services and by excellent quality of work. Or else he can simply offer to clean special work clothing for the neighboring plant. It is a big order, advantageous for gaining planned levels quickly.

[Question] And how will it be under the conditions of the experiment?

[Answer] Now he will need orders from the public. The search for economic advantage for his own collective will shift the effort to serving individual customers. The experiment presupposes a drastic reduction in the number of indicators planned from above. Enterprise activity will be evaluated as dependent on achieving plans for the volume of services provided.

[Question] So, back to "volume"? That same dry-cleaning establishment can gross the same in rubles doing special work clothing.

[Answer] Let it earn them. But these rubles won't do the enterprise any good, if it turns out that the plan has not been fulfilled for providing services directly to the public. The incentive fund of enterprises will expand in line with the addition of services the public pays for. It is intended to add to the size of management, engineering and technical personnel bonuses in line with the quantity and quality of services to the public. Now here you're not going to neglect the individual customer's interests.

[Question] Yes, but having reinforced economic dependence on sales levels, aren't we going to shove service into chasing after a profitable figure? Out of all choices for service, the employees will select and develop the most costly ones and saddle them on the customer. After all, the service mix is not planned! We're running into this tendency even nowadays. Since we're already talking about dry cleaning, I'll cite a fact from a reader's letter to the editor. V. Seleznev, a Muscovite, took a suit to the cleaner's. The price for this service is high. They charge for impregnating the material, wrinkling factor, and so on. But the work is done badly; the jacket lapels were pressed wrong, and there were marks on the pockets from the iron. So the suit had to be re-wetted and ironed again at home.

[Answer] I understand. And I'm not about to defend such sloppy workers. But let's analyze this: are you and I really unhappy with the cost of one or another service? No. We are indignant about the fact that the quality of suit cleaning is far below the level anticipated from the price. Therefore, this is what should be said straightforwardly about the careless work, the unconscientious specialists. But you can utilize your rights as a customer: return the item for redoing, write your comment in the suggestion book, and finally, make a complaint to a higher organization.

[Question] It seems to me there has been no lack of complaints from the public. Their number is not declining. In fact, it's growing. It looks as if private complaints do not have much influence on the work in personal services. And how, actually, can a routine dispute be resolved? The specialist or inspector will be punished. But most likely, there will be procrastination and many months of litigation for the customer. One of the tasks of the economic experiment is to increase the responsibility of the collectives for the quality and standard of service. In this connection a question occurs: to what extent will the consumer's opinion of the given service be taken into account? Should not a grading system be instituted and a rule made, that before paying a bill, the customer will set a valuation on the work? Now this would indeed be a real right for the customer to affect enterprise work."

[Answer] I agree. But it should not be imagined that nothing like this ever existed before. Quality control systems are active at enterprises. There is a grading system. The number of complaints, percent of product returns and repeat repairs are taken into account. Customers are frequently offered the chance to set down their evaluation on the back of the receipt. And it is too bad that few make use of it. Of course, during the experiment new experience will also develop. But it will not be in void.

[Question] Then let's put the question differently. Why did the systems about which you are talking, Vyacheslav Trofimovich, not make a go of it?

[Answer] They weren't properly reinforced with economic incentives. The worker is supposed to get a monthly bonus of five to eight rubles. The incentive is symbolic. Now let's look at the measures the experiment presupposes. The enterprise wage fund is acquired solely through the volume of services. Let us note that here employee number no longer plays a role. Consequently the enterprise will be interested in keeping fewer people, but only those who are skilled, conscientious and diligent. For vocational mastery, they are supposed to get sizable supplements from the fund. This can amount to up to 24 percent of base pay, depending on the fund size and worker category. And what is professionalism? Above all, quality work. The engineers and office staff can receive a supplement of up to 50 percent of salary if the enterprise fulfills orders excellently. There will also be other forms of incentives. Placement in competitive class, a title as "enterprise of high culture, designation as "de luxe,"--if all these were not enough for prestige, they will also bring appreciable material benefits.



There is much to strive for, and there are some things to reject. The specialist used to be able to look the other way at the careless work of an hourly worker. No more. Equally with his subordinates, he risks his own bonuses and supplements. As, indeed, do the chief engineer and the enterprise manager. The chain of mutual quality control is strengthened. I am sure that the new stimuli will inspire the workers in the service sphere to improve its level constantly in filling orders.

Let us turn our attention to one more important matter. As a rule, pay for services will be collected after the order has been completed. To a considerable degree, the problems with repairs and orders often arises also because we pay money in advance. It is a totally different situation when the service must be done first. Once again, a delay in filling the order is a minus for the collective.

I consider it necessary to emphasize that the intent of the measures which I was discussing is not at all in the threat of economic punishment. The special conditions of the experiment must train all the service sphere collectives to do good, conscientious work. A higher responsibility to the public than existed formerly is motivated.

[Question] We talk all the time about the responsibility and the rights of enterprises. But to what extent are the participants in the experiment themselves ready for this increased responsibility? Are they capable of utilizing the new rights fully? Now very much time remains before the experiment starts--less than four months. During this period the collectives must find time to restructure themselves psychologically. After all, the habit of relying on instructions from sector headquarters for everything may serve poorly under the new conditions.

[Answer] Methodological directives concerning the experiment which the ministry, our RosbyNOT center and other scientific organizations of the branch are now sending out are of a general nature. In them we are attuning the collectives to independence. We stress that the experiment will proceed not "from above" but "from below", and that practical evolution of effective forms and management methods must occur on site.

I have had occasion to meet and talk with enterprise managers. They are anticipating the start of the experiment with interest and are preparing for it. There is understanding among the collectives of the main point, namely, that there will not be one-sided advantages. Requirements are becoming tougher. Work will be more strenuous. Thus, for example, in some places the brigade approach is being more actively incorporated for work with a single job authorization, preparations are under way to attract moonlighters to the enterprises--housewives and students, and to develop the work-at-home capacity. All the resources will be called upon which will make it possible to work more, faster and with better quality--more conveniently for the purchasers and the public.

Of course these days a great explanatory effort is going on in the labor collectives which will take part in the economic experiment. The aim is to bring to each worker the essence and sense of the new beginning and the mechanism of its operation. The sector's management and party and social organizations of the enterprises are also striving to get all participants in the experiment imbued with awareness of the beginning's importance and its political significance. The Soviet working man must have a constantly expanding listing of services satisfying the most exacting demands. People are expecting this of us; Party and government decisions concerning the personal service sphere have this as the goal.

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## HOUSING AND PERSONAL SERVICES

### EXPERIMENTAL YOUTH HOUSING COMPLEX BUILT IN KALININGRAD

Moscow SOVETSKAYA KUL'TURA in Russian No 4, 10 Jan 84 p 3

[Article by S. Yeshanov, correspondent: "Letters from a Youth Complex: Eccentrics Build a House"]

[Text] In the Moscow Oblast city of Kaliningrad several dozen young families decided to settle together in houses they built themselves. Our correspondent recounts the fate of their experiment.

Kaliningrad, Moscow Oblast--Imagine the following situation: Numerous young people find themselves together on the soviet executive committee's waiting list for housing. One fine day they call on their institutions' executives and say: "Give us money and let us off work for several months until we build ourselves some houses!" A strange desire, isn't it? But in the instance we are talking about the executives granted the eccentrics' request. What motivated them? There is no simple answer. A serious and detailed discussion is required here.

Scientists say that the amount of our free time has increased in recent years, while the proportion of socially useful time has declined. This means that we spend many more hours at idle leisure--for example, sitting mindlessly in front of the television. A person who is bored during his leisure hours is ripe material for the making of an egoist or an indifferent philistine. Conversely, there is every reason to suppose that a person develops into an active individual when he joins special-interest circles or sports sections, or gets involved in public life, i.e., when he spends his free time together with other people.

Now let us ask where a person usually spends this time. At home. But in its most common form the present-day apartment, alas, contributes little to the development of collectivist principles. Should housing be changed? Should existing house building be redesigned? Let's not hasten to answer. Experience shows that haste in this matter does not produce the desired results. Let's recall the attempts at the mass construction of communal apartment buildings in the prewar years. Or the New Life House in Moscow, which became a memorial to thoughtless haste. Or the efforts of the State Committee for Civil Construction and Architecture, which 10 years ago assigned its institutes to

work out designs for residential palaces with a developed public sector--the implementation of most of these designs was "drowned" in a sea of objective factors related to the development of the economic base. However, let us return to the eccentrics with whom I began the story.

The idea was born in the Moscow Oblast city of Kaliningrad. The occasion for its development was the housing difficulties of many young families. Kaliningrad residents wondered whether they could shorten the time they had to wait for housing. And finally they decided to set up a youth complex in which various requirements of the residents would be met. They started to study the experience of Soviet architects and settled on standardized housing with built-in public facilities and a built-in cultural and sports center.

In 1976 construction of the country's first youth housing complex (YHC) was completed. Three 16-story buildings rose like open books on Korolev Prospect. Frankly speaking, much of what had been conceived was not realized. Yet the complex lives! For this whole time its life has been supervised by a volunteer council.

Vitaliy Golubtsov, the youth housing complex's director, recalls: "It began when the initiative group developed a system for solving the problem. They interested the enterprise management in a proposal to organize a competition among young employees for the right to build the youth complex and live in it. The competition raised the labor productivity of its participants and, as a result, it became possible to assign them temporarily to work on the construction project. They formed Komsomol youth construction outfits that helped the builders put up not just the complex but other facilities included in the contract organization's plan, as well. In short, the young Kaliningraders had proposed a means of efficiently solving the housing problem to everyone's benefit."

After moving into the common apartment building, the new residents undertook to organize their social life. They set up rooms for social contact among the residents of different floors, a dry cleaner's, a laundry, and consumer-service order desks that have been popular not just with the complex's residents but with inhabitants of the whole area. The same thing can be said about the Athlete and Hang Glider clubs and the knitting and sewing circles.

However, when setting up the circles and consumer services, it was necessary to surmount such barriers as how to finance them and provide them with equipment. It was decided to set up a public fund from residents' contributions. But it turned out that only an official or an organization has the right to carry out financial operations. What staffing chart, say, has a position for a bookkeeper at a residence? Let's suppose that the sponsoring enterprises helped solve this problem. Then new problems would arise (and still do arise) one after another: To whom should the equipment be transferred? On whose books would it be listed? Under what category?

"Spending money to fix up one's own apartment is customary and natural," noted V. Borisov, deputy chairman of the complex's council, in a conversation with me. "But the same sort of desire on the part of a residents' group to fix up



their common housing runs into difficulties. For example, we formed volunteer repair brigades to maintain the housing in proper condition, but after a little while they broke up: It was not clear from whom the materials could be bought and what money would be used to do so. It all ended up with the establishment of a building-management office under the Ministry of Housing and Municipal Services--an ordinary building-management office whose employees, alas, are not imbued with the ideas of the people under their care."

Yes, a great deal of what was once conceived has not been realized. And the enthusiasm of the first years has died down. However, problems of practical living have now receded into the background of the complex's life. The residents' attention is now focused on those who will need to continue and develop their ideas--their children.

Children and teenagers make up a third of the complex's population. How do they get along? One must say, not badly. There are about 20 sections, special-interest circles and clubs for children and teenagers at the complex. There is photography and instruction in woodworking, model plane and ship building, wrestling, acrobatics, gymnastics--in short, a large choice of activities. Upbringing work is carried out by a volunteer childrens' commission together with educator-organizers from the building-management office's Mars Club and staff members of the House of Pioneers. The residents themselves succeeded in getting the club set up at the complex. A branch of the music school was set up there in the same way.

At first, educators identify the innate abilities and inclinations of children from ages three to seven years, and then they develop their inclinations in special-interest circles, clubs and sections. And here are the results: The academic performance of youngsters living in the complex is superior to that of their peers from other microrayons. The complex's teenager soccer and hockey teams regularly win prizes in rayon and oblast competitions. And something that is also of no small importance--not a single youngster has a police record!

The pride of the Kaliningrad Youth Housing Complex is the Dzerzhinets Teenagers' Club for boys from 12 to 16 years of age. Its program includes general physical training, wrestling and the basics of parachuting and horse-back riding. The club's members go on hikes and learn to find their bearings in an area and to surmount obstacles. The Dzerzhinets club members are the adults' first helpers: They maintain order, supervise the young children and, in general, are considered full-fledged proprietors of their collective home.

The more grown-up a person living in the complex becomes, the more independence he gains. The principles of self-government that were established when the complex was developed are also extended to the childrens' collectives. In short, the building-management employees have tried to fundamentally improve residential upbringing work with children and teenagers in comparison to the traditional forms of this work in ordinary apartment buildings.

But how and by whom has the Kaliningrad Youth Complex's nearly 10 years of experience, with its pluses and its minuses, been studied? This will be the subject of the next letter.

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## HOUSING AND PERSONAL SERVICES

### BOOK: PROPER USE OF FREE TIME BY TRADE WORKERS DISCUSSED

Moscow NOVOYE V ZHIZHNI, NAUKE, TEKHNIKE: SERIYA "TORGOVLYA I BYTOVOYE OBSLUCHIVANIYE" in Russian No 4, Feb 84 (signed to press 28 Feb 84)  
pp 2-3, 64

[Annotation, introduction and table of contents of book by Ye. M. Kanevskiy, "Time Saving Reserves for Customers," 64 pp, Moscow, Znaniye]

#### [Text] Annotation

The brochure shows the role of trade as a sector having significant reserves for savings of free time of the population. It exposes the effect of current forms and methods of organization of trade processes (self-service, single check-out station, industrialization of public dining, etc.) on reducing the time spent on shopping. Particular attention is given to means of establishing personal contact between the sales clerk and the buyer and to additional commercial services.

This book is intended for workers in the sphere of services, lecturers and propagandists studying at sectorial VUZes, vocational-technical schools and colleges.

Introduction [by N. P. Dubinin, academician, Lenin Prize laureate]

The proposed brochure is read with great interest. It discusses a question which worries all of us -- our free time, in which the hours and minutes spent on domestic chores must be reduced to a minimum. The reader is acquainted with the work being done by the best trade collectives to see that people do not waste precious time in stores and dining rooms, but rather devote this time to books, art, sports, tourism, collective work, or other favorite past-times. Another no less important problem is also presented in detail. This is that a person must leave the store or other service enterprise not only, for example, with his purchase, but also in a good mood.

The reader will learn from this brochure what trade workers are doing to save his time, to improve the level of service, and which of the best forms of this work have become widespread. He will share with the author the critical attitude which permeates the discussions on shortcomings in the sphere of services and the reasons for these shortcomings. He will also become acquainted with the ways in which these shortcomings and reasons are being eliminated.

We are all consumers, and we must not be mindless of the means and people who help each of us save our greatest and most precious wealth -- our free time.

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## HOUSING AND PERSONAL SERVICES

### BRIEFS

STATISTICS ON TRADE PERSONNEL--2.6 million persons are employed in the system of the RSFSR Ministry of Trade. Twenty percent of the overall number, or 536,000 of these are specialists. 120,000 young specialists have been trained for the sector by VUZes and technical schools in the three years of the 11th Five-Year Period. During this time, 440,000 young men and girls have completed the course of education in professional-technical schools and at the places of work. Ninety-eight percent of the directors of trade organizations, trusts and associations have a higher education. The relative share of specialists among store directors has increased from 65 to 72 percent since the beginning of the five-year period. The relative share of specialists among dining hall directors has increased from 77 to 82 percent in the same period. [Text] [Moscow SOVETSKAYA TORGOVLYA in Russian 10 Apr 84 p 3] 12322

MUSIC IN STORES--Bryansk--I read in your newspaper the article by R. Povileyko, docent of the Institute of Soviet Cooperative Trade from Novosibirsk, entitled "Music in the Store" and published 7 February 1984. I was very interested in the topic touched upon by the author of this article. Allow me to express my opinion on this topic, the opinion of the consumer. I believe that music may find broader application in trade than that indicated in R. Povileyko's article. For example, why not use music in combination with an announcer's text for advertising goods? It is necessary to give the buyer a chance to "get the feel" of the goods through sound, to interest him by selecting for this purpose both the proper intonation in the voice of the announcer and the musical form for each advertisement announcement. It would also be nice to hear short announcements in the stores regarding the future availability of certain items. These should be made at a specified time known to the buyer. Usually one finds out about goods only after they have become available for sale or when they are all sold out. The article's author is correct in saying that trade enterprises need such specialists as psychologists, designers, and advertising men. Trade will only benefit from them. There would be more individuality in the appearance of each store. Not only the trade workers, but also the buyers would turn to these specialists for advice. In general, this is such an interesting topic that it is worth discussing again. After all, this is an influence on the psychology of the buyer and the trade worker, this is an improvement in the attitude of both parties, this is an increase in man's level of culture, if you will. I believe that the discussion on this topic is not yet concluded. [By S. Tyurikov, student of the pedagogical institute, Bryansk] [Text] [Moscow SOVETSKAYA TORGOVLYA in Russian 3 Apr 84 p 2] 12322

REPRIMANDS FOR POOR WORKMANSHIP--The people's controllers of the Board of Directors for Building Operation 15 of the Moscow Tushinskiy Rayon wrote to PRAVDA regarding the fact that poor quality, high mark-ups of unfulfilled work volumes, and misappropriation of building materials were allowed in the course of repairs done on residential buildings. At the request of the editors, the results of the investigation performed by the overseers were examined by the Mossovet ispolkom [Moscow City Council Executive Committee]. Its representative V. Promyslov reported that the facts uncovered by the people's controllers were generally confirmed. The violations were the result of weak control over the organization of capital repair on the part of the Production Housing Repair Association and sections of the Glavmoszhilupravleniya [Main Administration on Residential Housing in Moscow] and the Glavmosremont [Main Administration on Repairs in Moscow], as well as poor executive discipline of individual production work. For allowing the overestimates on volumes of work performed, Chief of RSU-1 [Repair-Construction Administration] of Tushinskiy Rayon V. Romantsov was dismissed from his position and excluded from membership in the CPSU. The materials on these facts were forwarded to the procurator's office. For the shortage of building materials and illegally paid wages, Chief Engineer of RSU-1 V. Zharov and work superintendents N. Garipov and V. Kalibernov received severe penalties. The materials on these violations were also forwarded to the procurator's office. The sums of the overestimates were deducted from the plan fulfillment for RSU-1. The unfinished work which was allowed is presently being completed. For absence of control during work production and acceptance of low quality repair on houses, former Chief Engineer of DEZ-15 T. Chirkova was given a strict reprimand by decree of the rayon housing association. Section work supervisor Z. Fomina and foreman M. Terekhin were also reprimanded. Other persons who allowed additions and distortions of the reporting data were also called to strict accounting. The Moscow Council ispolkom ordered Glavmosremont Chief A. Samoylov and Glavmoszhilupravleniye Chief G. Poryvay to strengthen control over the time schedules and quality of repairs performed on housing and over the reliability of reporting data on plan fulfillment, as well as to increase the level of educational work in the collectives on strengthening production and executive discipline. [Text] [Moscow PRAVDA in Russian 22 Dec 83 p 3] 12322

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